

From: [Web NoReply](#)
To: [City Council](#)
Subject: Email - Communication - Sean Dexter - Gridlock Signs - Potential Cost Increase to Portable Sign Permits - CK 1700-1
Date: Tuesday, November 21, 2023 5:24:12 PM

--- Replies to this email will go to [REDACTED] ---

Submitted on Tuesday, November 21, 2023 - 17:24

Submitted by user: Anonymous

Submitted values are:

I have read and understand the above statements.: Yes

I do not want my comments placed on a public agenda. They will be shared with members of Council through their online repository.: No

I only want my comments shared with the Mayor or my Ward Councillor.: No

Date: Tuesday, November 21, 2023

To: His Worship the Mayor and Members of City Council

First Name: Sean

Last Name: Dexter

Phone Number : [REDACTED]

Email: [REDACTED]

Address: [REDACTED] Lynd Place

Neighbourhood: [Stonebridge](#)

City: Saskatoon

Province: Saskatchewan

Postal Code: St& [REDACTED]

Name of the organization or agency you are representing (if applicable): Gridlock Signs

What do you wish to do ?: Submit Comments

What agenda item do you wish to comment on ?: Potential cost increase to Portable Sign Permits

Comments:

Good evening,

I am the owner of a small home-based business operating in Saskatoon since 2015. I offer affordable advertising to local businesses by renting portable billboards throughout Saskatoon.

Earlier this year, I received an email stating the City was considering raising the permit costs (each sign in Saskatoon requires a permit) from the existing \$40/year to \$100/year (per permit). I realize costs increase for everyone (both for my business and the City of Saskatoon), but a 250% increase to the cost of permits seems unreasonable to me as a small business owner. I know I personally could not raise my rental rates 250%, or I would be out of business very quickly.

I hope the City can understand a 250% increase is punitive and unreasonable. This is particularly true to small businesses, such as mine, who were lucky enough to survive the catastrophic business conditions cause by COVID.

Hopefully Council can understand the plight of small businesses these days and agree to a more reasonable and financially tolerable increase in permit costs.

Thank you for your time and understanding.

Respectfully,

Sean Dexter
Owner - Gridlock Signs
Saskatoon

Will you be submitting a video to be vetted prior to council meeting?: No

The results of this submission may be viewed at:

https://www.saskatoon.ca/admin/structure/webform/manage/webform_398/submission/63750