

Janzen, Heather

From: City Council
Subject: FW: Email - Communication - Stephanie Clovechok - Discover Saskatoon - Meewasin Valley Authority Request to Reinstate CPI Increases for 2024 and 2025 - CK 1700-1
Attachments: DS_LetterofSupport_MVA.docx

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Thursday, November 23, 2023 8:55 AM
To: City Council <City.Council@Saskatoon.ca>
Subject: Email - Communication - Stephanie Clovechok - Discover Saskatoon - Meewasin Valley Authority Request to Reinstate CPI Increases for 2024 and 2025 - CK 1700-1

--- Replies to this email will go to sclovechok@discoversaskatoon.com ---

Submitted on Thursday, November 23, 2023 - 08:54

Submitted by user: [REDACTED]

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: Thursday, November 23, 2023

To: His Worship the Mayor and Members of City Council

Pronouns: She/her/hers

First Name: Stephanie

Last Name: Clovechok

Phonetic spelling of first and/or last name: [REDACTED]

Email: sclovechok@discoversaskatoon.com

Address: 100-145 1st Ave North

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K 0K1

Name of the organization or agency you are representing (if applicable): Discover Saskatoon

What do you wish to do ?: Submit Comments

What meeting do you wish to speak/submit comments ? (if known):: City Council 2024/25 Budget

What agenda item do you wish to comment on ?: Meewasin Valley Authority Request to Reinstate CPI Increases for 2024 & 2025

Comments:

Submitting letter

Attachments:

- [DS LetterofSupport MVA.docx](#)208.82 KB

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

Mayor Clark & City Council
222 Third Avenue North
Saskatoon, Saskatchewan S7K 0J5
Via Email: city.clerks@saskatoon.ca

November 20, 2023

Stephanie Clovechok,
CEO, Discover Saskatoon

Your Worship, The Mayor, and Saskatoon City Councilors.

I am writing to you as the CEO of Discover Saskatoon, an organization deeply committed to promoting and enhancing the vibrant visitor economy and tourism landscape of Saskatoon. Our purpose aligns closely with the broader goals of fostering economic growth and community wellbeing in Saskatoon. It is in this spirit that I extend our full support for the request to reinstate the cost-of-living increase in the City's funding agreement.

The visitor economy is a critical component of Saskatoon's overall economic health. Attractions like the Meewasin Valley, with its stunning natural beauty and recreational offerings, are not just local treasures but also major draws for tourists while being a cornerstone of the resident experience in our city. Their role in enhancing the attractiveness of Saskatoon as a destination for visitors cannot be overstated. The Meewasin Valley's role as stewards of the valley significantly contribute to the unique experiences and place DNA that enhances a quality of life for residents and creates compelling invitations to visitors from around the world.

A funding freeze, at a time when operational costs are on the rise, would be detrimental not only to the maintenance and development of these essential assets but also to the long-term sustainability of our visitor economy. The impact would extend far beyond the immediate concerns, potentially affecting the quality of visitor experiences and, by extension, the economic benefits tourism brings to our community.

Investing in the Meewasin Valley and similar initiatives aligns perfectly with our goal of showcasing Saskatoon as a premier destination for both leisure and business travel. The city's support for trail infrastructure, for instance, not only promotes active transportation but also serves as a critical element in supporting valley-dependent businesses and enhancing the overall quality of life for residents and visitors alike.

Meewasin Valley Authority's pursuit of becoming a national urban park represents a transformative opportunity for Saskatoon, one that extends far beyond the mere beautification of the landscape. This ambition is pivotal in amplifying the city's reputation as a destination that prioritizes sustainability and environmental stewardship—qualities increasingly sought after in the global visitor economy. The designation of a national urban park would not only elevate the city's profile but also significantly contribute to the wealth and wellbeing of its residents. Such recognition would validate the city's commitment to sustainable living and conservation, making Saskatoon an even more attractive destination for both leisure and business travelers. Furthermore, Meewasin's partnership with Discover

Saskatoon in this endeavor is particularly strategic. It aligns with broader destination sustainability initiatives, showcasing a forward-thinking approach that resonates deeply with modern tourists and business communities who value ecological responsibility and sustainable tourism practices. This synergy between Meewasin and Discover Saskatoon is not just a boon for environmental conservation but also a powerful driver for economic growth, positioning Saskatoon as a leading example of how urban spaces can harmoniously blend natural beauty with sustainable urban development.

The funding that Meewasin receives is not merely an expenditure but an investment into the economic engine of our city. Their work in sustainable development and environmental stewardship is a cornerstone of what makes Saskatoon appealing to visitors. As such, I strongly urge the Council to reconsider the cost-of-living adjustment for 2024 & 2025 for Meewasin, ensuring that their valuable work continues unimpeded and contributes to our collective goal of a thriving, vibrant Saskatoon.

I reaffirm Discover Saskatoon's enthusiastic support for the Meewasin Valley Authority and our shared commitment to the economic prosperity and cultural richness of our region. We look forward to continued collaboration in making Saskatoon a destination of choice for visitors from around the world.

Thank you for considering this vital issue.

Sincerely,

Steph Clovechok
CEO, Discover Saskatoon