

## Janzen, Heather

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**From:** City Council  
**Subject:** FW: Email - Request to Speak - Stephanie Clovechok - Discover Saskatoon Fee for Service Agreement - File CK 1700-1  
**Attachments:** DS\_Fee For Service Request(Nov2023) - FINAL.pdf

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**From:** Web NoReply <web-noreply@saskatoon.ca>  
**Sent:** Tuesday, November 21, 2023 3:58 PM  
**To:** City Council <City.Council@saskatoon.ca>  
**Subject:** Email - Request to Speak - Stephanie Clovechok - Discover Saskatoon Fee for Service Agreement - File CK 1700-1

--- Replies to this email will go to [sclovechok@discoversaskatoon.com](mailto:sclovechok@discoversaskatoon.com) ---

Submitted on Tuesday, November 21, 2023 - 15:58

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:** Tuesday, November 21, 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](mailto: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 ?:** Request to Speak

**If speaking will you be attending in person or remotely:** In person

**What meeting do you wish to speak/submit comments ? (if known)::** 2024/2025 Budget Deliberations set for November 28-30, 2023.

**What agenda item do you wish to comment on ?:** Discover Saskatoon reinstatement of Cost of Living increase in Fee for Service Agreement

**Comments:**

Submitting the attached letter and will speak to Council when it is appropriate.

**Attachments:**

- [DS Fee For Service Request\(Nov2023\) - FINAL.pdf](#)213 KB

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

Steph Clovechok  
CEO, Discover Saskatoon  
#100 – 145 1<sup>st</sup> Ave North  
Saskatoon, SK S7K 1W6

November 20, 2023

His Worship  
Mayor Charlie Clark  
222 3<sup>rd</sup> Avenue North  
Saskatoon, SK S7K 0J5

**Subject: A Call for Strategic Investment in Discover Saskatoon**

Your Worship and Members of City Council;

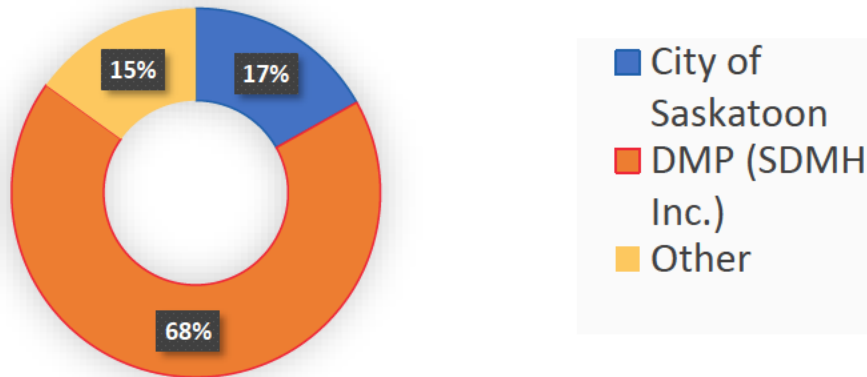
As the CEO of Discover Saskatoon, I extend our gratitude for the City's unwavering support. Today, I write to emphasize the urgency of revisiting our financial partnership, particularly the critical need for a 3% inflationary increase in our existing fee-for-service agreement, as initially proposed by City Administration.

Discover Saskatoon stands as a cornerstone for our city's economic and cultural prosperity. We've been instrumental in driving significant visitation and economic activity, notably through events like GoMedia, which attracted over 300 top-tier media representatives to Saskatoon. This event alone, hosted at the city funded Remai Modern, not only generated substantial revenue but also significantly elevated our global profile.

Our commitment extends beyond economic impact. We are integral to enhancing the quality of life in Saskatoon, supporting key events like the Jazz Festival and Folk Festival, and Welcome Week at the University of Saskatchewan, which has resulted in widespread distribution of our visitor guides and new sign-ups for destination communications, fostering a deep sense of community pride and engagement.

Financially, we've consistently maximized revenue from various sources, demonstrating our commitment to sustainability and not solely relying on municipal funding. Despite this, our funding has only increased by 8.7% since 2018, starkly contrasted with a 19.5% increase in the CPI. To maintain our current service levels, we should be receiving an additional ~\$65k based on the 2018 agreement.

## Revenue Sources by Major Contributors



It's crucial to note that our primary competitor, Regina, receives substantially more funding from their city, placing us at a competitive disadvantage. This year, our team has secured over 40 events for Saskatoon until 2028. Any reduction in funding would not only impact the current year but have long-term repercussions.

Our visitor center, a rare and invaluable asset in the province, serves as a critical resource for both potential residents and visitors. In 2023 alone, we welcomed 892 individuals seeking information about our city, many contemplating Saskatoon as their future home for work or education. This center is more than just a point of information; it's a beacon for potential growth and community integration.

However, the ongoing funding freezes pose a significant threat to this vital service. Without the necessary financial support, we face the difficult decision of cutting back services, potentially leading to the complete closure of our visitor center. Such a move would not only diminish our city's capacity for outreach but also significantly hinder our efforts in integrating new residents and visitors into the fabric of Saskatoon.

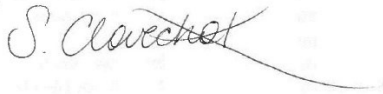
The potential closure of this center underscores the urgency of our request for a modest 3% inflationary increase in funding. This support is crucial not just for maintaining our current operations but for preserving a key touchpoint that connects people to the heart of our city.

Considering these realities, we are not seeking an exorbitant increase but a modest inflationary adjustment of 3% for the next two years. This request is mindful of the city's fiscal constraints yet essential for maintaining our competitive edge and continuing our impactful work.

We urge the City Council to consider the broader impact of reduced investment in Discover Saskatoon. Sustaining, if not enhancing, our partnership is pivotal for the city's economic and cultural vitality and for maintaining our competitive stance against cities like Regina.

Thank you for your continued support and for considering this imperative investment in the future of Saskatoon.

Sincerely,



Steph Clovechok  
CEO, Discover Saskatoon

CC: CJ Dushinski, Chair, Discover Saskatoon  
Adam Peterson, Chair, Saskatoon Destination Marketing Hotels Inc.