
From: City Council
Subject: FW: Email - Communication - Adam Peterson - Saskatoon Destination Marketing Hotels Inc - Discover Saskatoon Request for Reinstatement of Cost of Living Increase to Fee for Service Agreement - CK 1700-1
Attachments: SDMH Inc. Letter to City of Saskatoon (Nov 2023).pdf

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Tuesday, November 21, 2023 10:13 AM
To: City Council <City.Council@Saskatoon.ca>
Subject: Email - Communication - Adam Peterson - Saskatoon Destination Marketing Hotels Inc - Discover Saskatoon Request for Reinstatement of Cost of Living Increase to Fee for Service Agreement - CK 1700-1

--- Replies to this email will go to adamp@prhotels.ca ---

Submitted on Tuesday, November 21, 2023 - 10:11

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: He/him/his

First Name: Adam

Last Name: Peterson

Email: adamp@prhotels.ca

Address: 101 Pacific Ave

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K 1N8

Name of the organization or agency you are representing (if applicable): Saskatoon Destination Marketing Hotels Inc.

What do you wish to do ?: Submit Comments

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 Request for Reinstatement of Cost of Living Increase to Fee for Service Agreement

Comments:

Submitting the attached letter on behalf of the Saskatoon Destination Marketing Hotels Inc. membership in support of the reinstatement of Discover Saskatoon's cost of living increase in their Fee for Service Agreement with The City of Saskatoon.

Attachments:

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

Adam Peterson
Chair, Saskatoon Destination Marketing Hotels Inc. (SDHM Inc)
#100-145 1st Ave
Saskatoon, SK

Monday, November 20, 2023

His Worship
Mayor Charlie Clark
City of Saskatoon
222 3rd Avenue North
Saskatoon, SK S7K 0J5

Dear Your Worship, The Mayor, and Members of City Council,

I am writing to you in my capacity as the Chair of SDMH Inc. with an earnest plea for your thoughtful consideration regarding the restoration of Discover Saskatoon's Cost of Living Increase within their proposed Fee for Service Agreement.

For well over four decades, the collaborative efforts of Discover Saskatoon in partnership with Saskatoon Destination Marketing Hotels have orchestrated the entrepreneurial Destination Marketing Program. This program has been instrumental in propelling substantial economic vitality into our city. A prime example of this impact is evidenced by the staggering economic activity surpassing 20 million dollars generated solely in 2023 from events secured by Discover Saskatoon for both our esteemed partner hotels and our community. This robust figure is a poignant testament to the indispensable role Discover Saskatoon plays in nurturing our local economy.


In the backdrop of an increasingly fierce global competition, Discover Saskatoon has relentlessly toiled to establish Saskatoon as an aspirational haven for travel, corporate gatherings, sports events, cultural festivities, and a nucleus of economic vigor. The unwavering partnership between Saskatoon Destination Marketing Hotels and Discover Saskatoon stands as a hallmark of accountability and excellence that we fervently uphold. Our commitment lies in preserving the authenticity of our destination by prioritizing collaborative hotels that catalyze the entrepreneurial Destination Marketing Program. Through this approach, we aim to foster greater awareness among both residents and visitors, distinguishing hotels that actively contribute to our city's prosperity from those that do not.

We acknowledge the budgetary constraints currently confronting the esteemed City Council and Administration. It is, however, our sincere intention to remind you of the substantial contributions made by our hotel partners to the city's economic prosperity through our collaboration with Discover Saskatoon and the notable contribution via municipal property taxes.

Given the aforementioned circumstances, we respectfully implore you to reconsider the restoration of Discover Saskatoon's Cost of Living Increase within their Fee for Service Agreement. This crucial support is indispensable for the continuous realization of Discover Saskatoon's invaluable efforts, thereby safeguarding Saskatoon's status as a competitive, thriving city for the utmost benefit of its cherished residents and esteemed visitors alike.

Thank you for your attention to this important matter.

Sincerely,


Adam Peterson
Chair, Saskatoon Destination Marketing Hotels Inc.

CC: Vanessa Kosteroski Vice Chair, SDMH Inc.