

From: [Web NoReply](#)
To: [City Council](#)
Subject: Email - Communication - Andrea Lafond - Meewasin Valley Authority - Letter in Support of Discover Saskatoon Funding - CK 1700-1
Date: Tuesday, November 21, 2023 12:58:59 PM
Attachments: [Letter of Support - Discover Nov 2023.pdf](#)

--- Replies to this email will go to alafond@meewasin.com ---

Submitted on Tuesday, November 21, 2023 - 12:57

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: Andrea

Last Name: Lafond

Email: alafond@meewasin.com

Address: 402 3rd Avenue South

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K 3G5

Name of the organization or agency you are representing (if applicable): Meewasin Valley Authority

What do you wish to do ?: Submit Comments

What meeting do you wish to speak/submit comments ? (if known):: Business Plan and Budget Review

Comments:

Please find attached a letter regarding continued support and funding for Discover Saskatoon.

Attachments:

- [Letter of Support - Discover Nov 2023.pdf](#) 120.54 KB

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/63713



Meewasin Valley Authority
402 Third Avenue South
Saskatoon, Saskatchewan S7K3G5
Phone (306) 665-6887 Fax (306) 665-6117

November 21, 2023

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

Your Worship, the Mayor, and Saskatoon City Councillors;

Re: Letter of Support for Discover Saskatoon

As the CEO of Meewasin Valley Authority, I am writing to strongly advocate for the continued support and funding of Discover Saskatoon. The collaboration between our organizations has been a cornerstone in developing and promoting the Meewasin Valley, and Discover Saskatoon's contribution has been invaluable in this regard and most importantly to our City.

Discover Saskatoon has made a significant investment, both financially and through dedicated human resources, in developing new experiences in Meewasin Valley with the Meewasin team. Their expertise in destination marketing and profound understanding of what attracts visitors to a place have been instrumental in shaping these experiences. These efforts have not only enhanced the appeal of the Valley but have also played a critical role in bringing our story to a global audience.

Without Discover Saskatoon's support and their role as a champion of the destination, the powerful origin story of Meewasin Valley, its natural beauty, and its cultural significance would not have received the recognition it deserves on the international stage. Their work has been pivotal in positioning the Valley as a must-visit destination, thereby contributing significantly to the local economy and the community's wellbeing.

The proposed funding freeze for Discover Saskatoon is concerning and could have a detrimental impact on our ongoing projects and future plans. The reduction in their resources could mean a decrease in the promotion and development of key attractions like Meewasin Valley, hindering our collective efforts to showcase the best of what Saskatoon has to offer.

Therefore, I urge the City Council to consider the broader implications of this decision. The work of Discover Saskatoon extends far beyond immediate economic benefits; it is about preserving and promoting the unique assets of our city, which includes the treasured Meewasin Valley. Reinstating the cost of living increase in their funding is crucial for the continued growth and success of our collaborative initiatives and for the promotion of Saskatoon as a premier destination.

Thank you for your attention to this important matter. The partnership between Meewasin Valley Authority and Discover Saskatoon is vital for our shared vision of a vibrant, attractive, and thriving Saskatoon, and we hope to continue this fruitful collaboration for many years to come.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Lafond".

Andrea Lafond
Chief Executive Officer