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**From:** City Council  
**Subject:** FW: Email - Communication - Michael van Grondelle - The SKAL Club of Saskatoon - In Support of the Meewasin Valley Authority - CK 1700-1  
**Attachments:** Meewasin Support Letter to the City of Saskatoon from SKAL Saskatoon.pdf

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**From:** Web NoReply <web-noreply@saskatoon.ca>  
**Sent:** Friday, November 17, 2023 10:15 AM  
**To:** City Council <City.Council@saskatoon.ca>  
**Subject:** Email - Communication - Michael van Grondelle - The SKAL Club of Saskatoon - In Support of the Meewasin Valley Authority - CK 1700-1

--- Replies to this email will go to [skalclub321saskatoon@gmail.com](mailto:skalclub321saskatoon@gmail.com) ---

Submitted on Friday, November 17, 2023 - 10:14

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:** Friday, November 17, 2023

**To:** His Worship the Mayor and Members of City Council

**Pronouns:** He/him/his

**First Name:** Michael

**Last Name:** van Grondelle

**Phone Number :** 306 [REDACTED]

**Email:** [skalclub321saskatoon@gmail.com](mailto:skalclub321saskatoon@gmail.com)

**Address:** [REDACTED] Keller Crescent

**City:** Saskatoon

**Province:** Saskatchewan

**Postal Code:** S7J [REDACTED]

**Name of the organization or agency you are representing (if applicable):** The SKAL Club of Saskatoon

**What do you wish to do ?:** Submit Comments

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

**What agenda item do you wish to comment on ?:** In Support of the Meewasin Valley Authority

**Comments:**

Please see attached letter in support of the Meewasin Valley Authority for the Preliminary Business Plan and Budget Review, commencing November 28th, 2023 at 9:30am

**Attachments:**

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

I am writing on behalf of the SKAL Club of Saskatoon. We are a group of industry executives that work together to promote tourism in our wonderful city. The Saskatoon club was founded in 1968 and is one of 311 SKAL Clubs in 76 countries, including 16 in Canada. SKAL International was founded in 1934 and is the only professional organization promoting global tourism, uniting all sectors of the tourism industry. With that in mind the Saskatoon Club offers our support for the Meewasin Valley Authority, an institution that has played a crucial role in the development and enhancement of tourism.

While we understand the city faces challenges with budget deliberations, we are asking that the Consumer Price Index freeze for 2024 & 2025, totaling close to \$80,000.00 over the two years, be reversed and funding reinstated for Meewasin.

Tourism is a major driver of the Saskatoon economy and Meewasin is a vital component of that. Tourism is starting to recover after coming out of the pandemic, but we still need support to get us back to our pre-pandemic numbers. Reducing year to year funding to Meewasin, a focal point of tourism in Saskatoon and promoted by the industry as a shining star, will be detrimental to the organization and could lead to longer term negative effects on the city of Saskatoon. Significant visitation at Meewasin sites continues as tourists to our city, and residents, search for local outdoor activities including the Meewasin Skating Rink, Beaver Creek Conservation Area, and the popular Meewasin Trail (2.32 million visits in 2022). In surveys conducted by Meewasin -

- 89% agree that Meewasin is a good use of tax dollars.
- 89% agree that the river valley is the most important attribute to the city.
- 90% agree the Meewasin provides great entertainment options for residents.
- 94% agree that Meewasin improves the quality of life in the city.

The city is currently looking at the Downtown Event & Entertainment District as a way to revitalize a declining downtown and bring in much tourism to our city. The Meewasin Valley is an integral part of downtown and a connection to nature in an urban environment, making our region an attractive destination for residents and visitors alike. Its well-maintained riverbanks, trails, and green spaces contribute to the high quality of life that draws people to our community and supports local commerce.

In conclusion, we ask that funding be restored to this vital organization so it may continue its work, be able to showcase the city in a positive light and enhance tourism.

Sincerely,



Karen Lloyd

President, SKAL Club of Saskatoon

MVG/KL