



**Mayor Cynthia Block**  
**Members of Saskatoon City Council**  
**City of Saskatoon**

Dear Mayor Block and Members of Council,

Congratulations on your election to lead Saskatoon through its next chapter of growth and opportunity. As representatives of the Combined Business Group (CBG), we are united in our commitment to fostering a Saskatoon where businesses can thrive, driving prosperity, innovation, and a higher quality of life for all residents.

To achieve this, we ask you to commit to six guiding principles that will shape the future of our city. These principles reflect the values and priorities of Saskatoon’s business community and serve as a framework for decision-making throughout your term.

**The Business-Friendly Saskatoon Principles**

**1. Treat the Local Business Community as Partners**

- Work collaboratively with the business community to reduce barriers and create opportunities for growth.
- Ensure community consultation and meaningful partnerships to align decisions with the needs and strengths of Saskatoon.

**2. Streamline the Business Environment**

- Simplify registration and permitting processes to make Saskatoon the easiest place to start and grow a business.
- Provide clear economic incentives that drive investment and create a stable, supportive environment for businesses.

**3. Reduce the Cost of Doing Business**

- Evaluate and address property taxes, operating costs, and access to financing to ensure Saskatoon remains competitive.
- Offer targeted incentives that empower businesses to expand and invest in our community.



#### 4. Build Transformational Infrastructure

- Prioritize projects like the Downtown Event and Entertainment District (DEED) that enhance economic prosperity and quality of life.
- Invest in transportation, digital infrastructure, and reliable, essential services to support businesses and residents alike.

#### 5. Enhance Safety and Security

- Work with the business community to ensure commercial and industrial areas are safe for customers, staff, employers, and their products and equipment.
- Implement initiatives that improve safety and security in all business districts to foster economic growth and community well-being.

#### 6. Elevate Saskatoon's Reputation Locally and Globally

- Foster a culture of "yes to growth" by addressing "Not In My Backyard" syndrome and championing balanced, inclusive development.
- Maximize Saskatoon's potential by leveraging our community's strengths and promoting our city as a leader in economic opportunity.

These principles are a roadmap for action that will ensure Saskatoon is known as Canada's most business-friendly city. By committing to these values, you are setting the stage for a prosperous future, where every decision reinforces our shared goal of economic and community success.

We look forward to working with you to bring these principles to life. Together, we can create a Saskatoon that thrives.

Sincerely,


