

Stephanie Clovechok
CEO
Discover Saskatoon

January 22, 2025

Jeff Jorgenson
City Manager City of Saskatoon
222 - 3rd Avenue North
Saskatoon SK S7K 0J5

Re: Request for Funding, 2026 National Major Music Event Hosting Opportunity

Dear Jeff,

The purpose of this letter is to outline an exceptional opportunity for Saskatoon to host a prestigious national major cultural and music awards event in 2026. On behalf of Discover Saskatoon and Saskatoon Destination Marketing Hotels, we are requesting a one-time investment of \$500,000 from The City of Saskatoon's Special Events Grant Reserve to support the successful acquisition of this event for our city.

This prominent cultural event represents an unparalleled opportunity to showcase Saskatoon as a premier destination for music, arts, and entertainment. When a similar event was hosted in Hamilton in 2023, it attracted over 17,000 industry professionals and fans, sold nearly 8,500 tickets to the awards ceremony, and delivered a remarkable \$11.2 million in economic impact for the region. The event supported 86 full-time-equivalent jobs, contributed \$1.2 million in tax revenue for all levels of government, and generated significant exposure through its broadcast to an audience of 441,000 on a national network. In 2024, the economic impact grew to \$15 million in economic impact, and we expect this impact to grow in 2026.

This week-long event will drive substantial economic activity, filling our hotels with out-of-town guests and programming key venues across the city, including TCU Place, Prairieland Park, SaskTel Centre, Coors Event Centre, and other local establishments. It will activate our downtown and surrounding areas with vibrant programming and attract thousands of visitors. The extensive media coverage, including national broadcast on a leading network, will provide extraordinary exposure for Saskatoon, showcasing our city's world-class hospitality, cultural assets, and thriving music scene.

Discover Saskatoon, Saskatoon Destination Marketing Hotels and our members are committed to working collaboratively with the city to deliver a successful event, ensuring that Saskatoon shines on the national stage.

We recognize the City's fiscal realities and appreciate the careful stewardship of the Special Events Grant Reserve. Securing this funding will position Saskatoon to meet the requirements of the event organizers and maximize the benefits for our community.

Thank you for considering this request and for your continued commitment to supporting events that elevate Saskatoon's profile and economic potential. We look forward to discussing this opportunity further and working together to make it a reality.

Sincerely,



Steph Clovechok, CEO, Discover Saskatoon
CC: Joan Steckhan, Chair Discover Saskatoon
Adam Peterson, Chair, Saskatoon Destination Marketing Hotels Inc.