

**From:** [Web NoReply](#)  
**To:** [City Council](#)  
**Subject:** Veronique Loewen - Tax Policy  
**Date:** Thursday, April 17, 2025 12:43:09 PM  
**Attachments:** [20250417\\_Letter\\_toCity\\_Council\\_re\\_Business\\_Tax\\_Ratio\\_NSBA\\_Member.pdf](#)

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--- Replies to this email will go to [REDACTED]

Submitted on Thursday, April 17, 2025 - 12:40

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:** Thursday, April 17, 2025

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

**Pronouns:** She/her/hers

**First Name:** Veronique

**Last Name:** Loewen

**Email:** [REDACTED]

**I live outside of Saskatoon:** No

**Saskatoon Address and Ward:**

**Address:** [REDACTED] Bain Crescent

**Ward:** Ward 5

**Name of the organization or agency you are representing (if applicable):** Verolingo Communication

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

**What agenda item do you wish to comment on ?:** Business Tax Ratio

**Comments:**

See attached letter.

**Attachments:**

- [20250417\\_Letter\\_toCity\\_Council\\_re\\_Business\\_Tax\\_Ratio\\_NSBA\\_Member.pdf](#) 159.38 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/106443](https://www.saskatoon.ca/admin/structure/webform/manage/webform_398/submission/106443)

April 17, 2025

Dear Mayor Block and Members of Saskatoon City Council,

I strongly urge the Council to reconsider a commercial-to-residential tax ratio of **1.88:1**. Other, lower options presented to the Council would better reflect a better balance for the businesses that are the backbone of our local economy.

I would also like to respond directly to **Councillor Jeffries' comment on the March 26 Council Meeting** that he has not heard any concerns from Saskatoon businesses regarding the 1.88:1 ratio. As a business operating in Saskatoon, I want to be clear: **we are deeply concerned**.

The current environment is extremely challenging for local businesses. We are contending with:

- **US tariffs** that affect our export capacity and raise the costs of goods
- **Inflation** that has driven up the cost of everything from raw materials to wages
- **Tight and shrinking profit margins** as we try to stay competitive
- **Ongoing pandemic recovery**, which continues to impact staffing, supply chains, and demand
- **Rising crime**, including theft and vandalism, that adds to our operating costs
- **A shrinking labour pool**, with both skilled and unskilled workers in short supply
- And **limited connectivity and business opportunity** compared to larger Western Canadian cities with better infrastructure and amenities

We don't have the same advantages as Calgary, Edmonton, Winnipeg or Vancouver in terms of market access, population size, international airport traffic, or amenities that attract and retain talent. We can offer a tax environment that signals to businesses that we are welcome here and that Saskatoon *wants us to succeed*.

I urge you to reconsider the 1.88:1 tax ratio and listen to the many business voices across this city who are speaking up—right now—with real concerns.

Sincerely,



Véronique Loewen  
Owner, Chief Communicator & Translator  
Verolingo Communications

[Redacted contact information]

Proud Member, NSBA – Saskatoon's Business Association