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MEMORANDUM

TO: Ms. Joanne Sproule, City Clerk for City of Saskatoon

FROM: Will Lofdahl, Chief Executive Officer for SaskTel Centre

DATE: March 6, 2018

RE: Presentation before City of Saskatoon GPC Committee March 19, 2018

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On April 18, 2016, before the Governance and Priorities Committee of the City of Saskatoon, I gave a presentation on the state of SaskTel Centre. During my presentation, I proposed that a market analysis be conducted to begin the process of creating a long-term strategic direction for Saskatoon's arena. Since that time, we have added TCU Place under the umbrella of this analysis.

The analysis is now complete. I would like to respectfully request that we be allowed to present the findings of the study to the committee at their March 19<sup>th</sup> meeting. I would be accompanied by Mr. Bob Korol, Chief Executive Officer of TCU Place, and the consulting team (Mr. Lyle Hall of HLT Advisory, Mr. Rick Schmidt of Conventional Wisdom and Mr. David Greusel of Convergence Design).

Before the Committee, Bob and I would offer a brief introduction followed by the consulting team providing an overview of the report. The consulting team would then be available to the Committee for any questions that they might have.