



# Downtown Saskatoon Strategic Plan 2022 - 2025

## Mission

Support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon.

## Vision

To have Downtown Saskatoon known for offering exceptional prairie urban experiences.

## Values

LEADERSHIP  
INCLUSIVE  
IMPACTFUL

## STRATEGIC PRIORITIES



### Strong Community

- Continue to communicate and market DTNYXE to enable stakeholders, including Downtown businesses and City of Saskatoon, to better understand and participate in our brand and vision
- Continue to work with and engage with stakeholders such as business sector groups, City of Saskatoon, residential associations, and community organizations for the betterment of our district and wider community



### Safe + Welcoming Streets

- Continue to emphasize street cleaning and build on strengths to include other aspects of cleanliness Downtown through Clean and Safe Team
- Continued operation of the Community Support Program to ensure safe streets for all
- Build and maintain relationships in the community that strengthen safety in the district



### Advocacy

- When it comes to the Downtown community and place, make sure Downtown businesses continue to be the focus among various competing priorities
- Recognizing that Downtown initiatives are complex, build on successes and commit to required long-term planning and investment of time and resources
- Continue to evolve and adapt to accommodate an ever-changing landscape



### People are Priority

- Continue to focus on organizational stewardship, accountability, and sustainability to attract and retain great people to our team
- Continue to recruit strong board members with required skillsets providing oversight and stewardship