

## NEWS DOWNTOWN \*Downtown Event + Entertainment District + more | March 24, 2022

1 message

Downtown Saskatoon <[info@dtnyxe.ca](mailto:info@dtnyxe.ca)>  
Reply-To: Downtown Saskatoon <[info@dtnyxe.ca](mailto:info@dtnyxe.ca)>  
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Thu, Mar 24, 2022 at 4:35 PM



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## DISTRICT REPORTS



### LAUNCHING PROMO CAMPAIGN

Here we've come full circle - as in our organization's beginning, we're again advocating the same thing. Saskatoon is about to make a big decision. The development of an animated Downtown Event + Entertainment District (DEED), anchored by a new Downtown arena + convention centre, will stimulate the economy and bring renewed energy + life to Saskatoon's Downtown. This will be a place where we'll hold our biggest events, conferences, sports, concerts... People will spill out into the surrounding businesses for a longer, enjoyable experience. It's going to keep Saskatoon on the map. It's got to be Downtown!

Follow along on our social channels in April for more details on how Saskatoon can make this work.

DOWNTOWN EVENT + ENTERTAINMENT DISTRICT

Broken link? Sorry about that - copy this into your browser: <https://dtnyxe.ca/entertainment-district/>



### 2021 ACTIVITY REPORT

The **Community Support Program** has tabulated their successful 2021. Within the 3 central Business Improvement Districts, they responded to 2,769 calls; 66% phoned in by businesses or public; 75% considered successful in supporting the individual(s) needs; and officers visited 5,485 businesses while on patrol. Read more in the full report.

CSP ANUAL REPORT

Broken link? Sorry about that - copy this into your browser: <https://cspssaskatoon.ca/about-us/>

### SASKATOON IS LEADING GROWTH



The City has pulled together recent Statistics Canada data outlining the Saskatoon region's population + employment growth. It celebrates how much Saskatoon has been a driver of Provincial job + population growth. **Saskatoon's rate of job growth + overall employment rate is leading the country! Even though we are less than 30% of the provincial population, over 56% percent of new population growth has come to our region.** This is a real testament to that resilience, adaptability + hard work of our local businesses, industries + organizations.

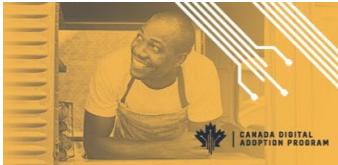
This is a high-level compilation. The report does not get to the fact that the growth + recovery is not being experienced across all sectors, and there are areas that are still facing significant challenges, which is very important to continue to pay attention to. There is more data being released and the city will continue to refine this information and add to it.

As we promote our city + celebrate our successes, be armed with great, positive data!

#### FULL GROWTH REPORT

Broken link? Sorry about that - copy this into your browser: <https://m365-emarketing-uploads.s3.amazonaws.com/images/56cc164835f821ad/Saskatoon%20Growth%20Stats%20by%20CoS%202022Feb.pdf>

## DISTRICT RESOURCES



### CANADA DIGITAL ADOPTION PROGRAM

As part of the **Canada Digital Adoption Program**, the Government of Canada is making grants available through local + regional service providers across Canada. The service providers also support a network of e-commerce advisors who will advise and help small businesses adopt e-commerce.

The Government of Canada + partners will deliver the **Grow Your Business Online** grant to small businesses across the country. **Eligible businesses will receive a micro-grant of up to \$2,400** to help with the costs related to adopting e-commerce.

Micro-grants are available for costs related, but not limited to:

- implementation or improvement of a digital e-commerce plan such as website development and electronic payment
- website search optimization
- installation of an e-commerce platform (including subscription fees)
- social media advertising
- customer database creation

#### FIND OUT MORE

Broken link? Sorry about that - copy this into your browser: <https://connectedsask.ca/canada-digital-adoption-program-details-eng/>

### SHORT TERM WORK PLACEMENTS AVAILABLE

Global Gathering Place (GGP) is launching a new Work Experience Program in partnership with the Government of Saskatchewan. They are **seeking Saskatoon businesses interested in providing GGP clients with paid four-month work experiences.**



**Global  
Gathering Place**

- Participating businesses will receive cost-sharing of wages for the placement, ongoing support from GGP staff, and free cross-cultural training for their team (upon request).
- Clients participating in this program have middle to high level English skills, are highly trained with work experience in their respective fields + are eager to gain work experience in Canada.

To learn more about this Program visit the link below or contact [WorkExperience@globalgatheringplace.com](mailto:WorkExperience@globalgatheringplace.com).

*"We'd love to see your business consider this partnership as a way of showing your support for diversity + inclusion in your workplace, reflecting the values we collectively hold in this wonderful city we call home!" - GGP*

#### PROGRAM INFO

Broken link? Sorry about that - copy this into your browser: <https://globalgatheringplace.com/home/join-our-work-experience-program/>



Chad Coombs  
at Trioest's Nutrien Tower  
Winter Garden

## SOCIAL + DIGITAL MARKETING SPECIALIST

I am super excited to have joined the DTNYXE team. Not only have I worked within the district's food + beverage industry for over a decade, I've also lived + made art within Downtown. I have so many great memories and experiences within these streets, and eagerly await all the new ones to come...

Food always brings people together, so this is where I'll start... My first goal is to **collect the Downtown Happy Hour options**, as well as any other weekly features. The people of Saskatoon are hungry + thirsty, so **DTNYXE** will look to be the go-to source for the latest happy hour information with the all new **What's Up Wednesdays!**

You'll be hearing (or reading) a lot from me on social media + our website moving forward as we share the stories + voices of Downtown Saskatoon. As much as we have a plan, we are always open for suggestions! So, **keep tagging us with all your #DTNYXE adventures + amazing photos**. I look forward to connecting + growing with our Downtown members.

#### EMAIL CHAD HAPPY HOUR DETAILS

Broken link? Sorry about that - email directly: [chad.coombs@dtnyxe.ca](mailto:chad.coombs@dtnyxe.ca)

## ANNOUNCING EVENTS



### WINTER IS NOT OVER YET!

As the last snow falls (it might be me who ordered today's snow!?), ease gently into spring on the **Downtown outdoor winter patios for a cozy visit with friends...** Watch their social media channels and DTNYXE's for hot chocolates, cozy deals + their all-new patio blankets to keep you warm under the snow + sun.

**Check out the Bess Gardens, Finn's Irish Pub, St. Tropez, Shelter, Crazy Cactus, Hudsons, \*Saskatoon Club + \*Nutrien Tower Winter Garden**

Thanks to City of Saskatoon + WinterCity YXE for supporting Downtown Saskatoon in this endeavour. \*private club spaces

#### STARPHOENIX REPORTS

Broken link? Sorry about that - copy this into your browser: <https://thestarphoenix.com/news/local-news/downtown-core-districts-eyed-as-new-site-for-canada-day-festivities>



### MORE EVENTS, INCLUDING CANADA DAY

After 54 years, the Optimist Club will no longer be hosting Saskatoon's Canada Day Celebrations... leading us to our **new, Canada Day Downtown opportunity!** In collaboration with Riversdale, Broadway, Tourism Saskatoon + On Purpose Events, we invite businesses to participate! The general concept includes fireworks off the Traffic bridge, a national-level broadcast concert, reaffirmation of citizenship ceremony, a pancake breakfast, and many 10,000s of people!!! More details to come,

*Photo Credit StarPhoenix*

including a lot of the smaller entertainment. *We know it's a long weekend stat holiday, but ~50,000 people will be brought to our district - entice them in + encourage their return! We need this!* For now...

- **Staff Up + Be Open!!** There will be no beer garden - we're leaving this to our licensed restaurants to handle - fireworks will run ~10:30-10:45 p.m. Highly recommended based on previous consumption patterns to be open at least an hour before + after.
- **Offer Canada Day deals** - we'll collect your offerings at least on an Instagram highlight button. Write them on your sidewalk chalkboards + share them on social media (tag @dtnyx).
- **Email Sarah with ideas.** Although we're already on the planning countdown to July 1 and our own capacity is limited, let us know how we can have you included further!

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#### MORE DOWNTOWN EVENTS

Broken link? Sorry about that - copy this into your browser: <https://dtnyx.ca/events/>

### SHAKESPEARE RETURNS



The 2022 season will be significant for Shakespeare on the Saskatchewan as they celebrate + rejoice a return to live summer theatre, and make history by presenting a new Canadian play in a full repertory season that runs from

**July 2nd to August 21st.** Join them as they present three major productions + three signature events beyond the festival stage. Truly a season for everyone.

#### SHAKESPEARE ANNOUNCEMENT

Broken link? Sorry about that - copy this into your browser: <https://m365-emarketing-uploads.s3.amazonaws.com/images/56cc164835f821ad/22Mar15%20Shakespeare%20on%20the%20SK%202022%20Season%20Announcement.pdf>

### BACK IN PERSON



Children's Festival is thrilled to announce they'll be hosting an in-person festival this year. They are so excited to see your smiling faces this summer!

#### MORE FUN INFO

Broken link? Sorry about that - copy this into your browser: <https://www.nutrienchildreensfestival.com/>

### COUNT ON THIS SECTION BEING DOWN HERE UNTIL THE END OF JULY!

#### WHAT'S COMING NEXT...

Downtown Saskatoon is supportive of the City's construction plans in our district this year. Some of this infrastructure is 100 years old, and it's time for maintenance. We'll get out of it the removal of some of the last lead pipes Downtown, smooth new streets, and of course, better working water main pipes. We + the City are equally mindful of the headaches this will cause...



The City will soon be releasing a helpful tool kit + survival guide, continues to offer weekly emailed updates, and will run a Businesses Are Still OPEN marketing campaign throughout.

DTNYXE will commit to continued newsletter updates, partnering with the City on their marketing campaign, and are investigating more music to drown out construction noises!

## WHAT'S BEEN ACCOMPLISHED!

Following the March 3rd + 9th info sessions, a few takeaways include:

1. There are **no planned interruptions to potable water** - there will be connections to emergency water, but boil-water-advisories should not be required.
2. If your building requires being hooked up to water, it must be outfitted with a **backflow valve access at your cost**. Arrange this before they get to your block. Contact the City for help determining.
3. **Notices** are given widely across the district so you may receive information not pertaining to your building, specifically. Just keeping everyone informed!
4. **Parking + Sidewalk Patios** will be dealt with on a case-by-case basis. Contact the City regarding yours.
5. **Dates + block orders have changed** since first communication received in January - see revised below. We're proud that the City took into consideration all Downtown events, and the revised schedule is reflective of an animated summer Downtown!

## CONTACT INFORMATION

- **City Contact Person:** Brittany Hadley | [brittany.hadley@saskatoon.ca](mailto:brittany.hadley@saskatoon.ca) 306.986.9781
- **Subscribe to weekly project updates** by e-mailing your contact info to [constructionupdates@saskatoon.ca](mailto:constructionupdates@saskatoon.ca).
- Of course, [contact Downtown Saskatoon](#) with BID-relevant questions + comments.

### DATES + PLACES

Broken link? Sorry about that - copy this into your browser: <https://m365-emarketing-uploads.s3.amazonaws.com/images/56cc164835f821ad/2022%20Downtown%20Construction%20-%202019%20page%20overview%20at%20%4022Mar15.pdf>



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\* You have received this message either by way of being a Downtown Saskatoon member business/property, within the boundaries of our Business Improvement District (for more information, visit our website [dtnyxe.ca](#)), or by opting in. If you are not the person who should receive such emails on behalf of your business, we would be happy to help straighten that out with you. Please contact our office.

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