

NEWS DOWNTOWN *Provincial Grant + more | April 16, 2020

Downtown Saskatoon <info@dtnyxe.ca>
Reply-To: Downtown Saskatoon <info@dtnyxe.ca>
To: Sarah Marchildon <sarah.marchildon@dtnyxe.ca>

Thu, Apr 16, 2020 at 2:49 PM



NEWS DOWNTOWN | April 16, 2020



FROM THE EXECUTIVE DIRECTOR'S DESK

Hello Downtown Saskatoon,

We've finally had some positive news over the last few days as we seem to be flattening the COVID-19 curve. We have to keep it up, and I understand how difficult it is for many in our district right now. For those navigating through the various government programs in place, I hope that you have found the **resources listed on our website** helpful. One of the most recent announcements from the Provincial Government outlined the **Saskatchewan Small Business Emergency Payment** - more info can be found [here](#).

I have been touched by the positivity so many of you have demonstrated in what is the most trying of circumstances. I wanted to pass along part of a message I received. Forced to close by government order, this business, and many, are delivering product to people's homes – and right now it's their only revenue source. Crystal shows such gratitude and thanks in these words:

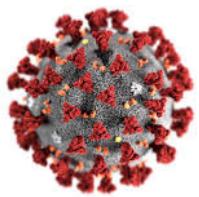
"It has been a beautiful sign of solidarity among us all, to pull up to your homes and see so many of you have illuminated your windows with symbols of love and messages of hope. It is heartwarming to see your families' smiles, waves of thanks and to have human interaction even if through walls and glass." - Crystal, Empire Barbering and Beauty Co.

Thanks for brightening my day and reinforcing just how much all of you mean to our community – we will get through this and as Crystal and her team ended their email, "we can't wait to welcome you back with open arms and air hugs :)"

Take care everyone...

Brent Penner

BECAUSE OF COVID-19



COVID-19 UPDATES

For the latest updates on COVID-19 and the **Downtown Saskatoon community** - including resources, business status updates, and special services, continue referring to our dedicated website page.

[DTNYXE COVID-19 Resources](#)

Broken link? Sorry about that - copy this into your browser: <https://dtnyxe.ca/covid-19>



SASKATCHEWAN SMALL BUSINESS EMERGENCY PAYMENT

Of significance this week, the SSBEP provides a one-time grant for small and medium-sized enterprises directly affected by government public health orders related to COVID-19. Grants will be paid based on 15 per cent of a business's monthly sales revenue, to a maximum of \$5,000. **Eligibility:** Business operational as of Feb 29, 2020; had to cease or curtail operations as a result of a COVID-19 order; have less than 500 employees; AND commit to reopen following lifting of public health orders.

[SSBEP Grant Details + Application](#)

Broken link? Sorry about that - copy this into your browser:
<https://www.saskatchewan.ca/government/health-care-administration-and-provider-resources/treatment-procedures-and-guidelines/emerging-public-health-issues/2019-novel-coronavirus/covid-19-information-for-businesses-and-workers/saskatchewan-small-business-emergency-payment-program>



SHOUT OUT TO MANHATTAN CASUALS!

We're proud of how our businesses are shifting and adjusting their business strategies, and Manhattan Casuals is on the top of that list. Their consistent, eye catching posts about their easy online shopping system keeps their social media presence standout among the COVID-19 chatter that fills our newsfeeds.

They also post giveaways and shoppable looks that keep us looking forward to spring and summer fashion. Look to Manhattan Casuals for a good example of how you can keep your audience engaged, and monetize the online space.



TAKEOUT WEDNESDAYS WITH COMPANY



Canada's Great Kitchen Party - Home Edition

Streaming to Facebook Live

April 15th - 8 pm EST

April 22nd - 8 pm EST

April 29th - 8 pm EST

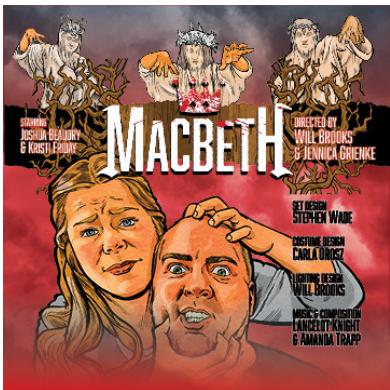


Like us here and receive all the latest on our musical and celebrity lineups

Home Edition will feature Canadian musicians, athletes and celebrities coming together to support Takeout Day - an initiative to support Canada's restaurants.



Grab some takeout from your favourite restaurant and let's dine together!



INDEFINITE POSTPONEMENT OF THE 2020 SHAKESPEARE ON THE SASKATCHEWAN FESTIVAL

While site construction continues, due to the COVID-19 pandemic, the show won't go on...

[Read Press Release Here](#)



SOCIAL MEDIA DURING SOCIAL DISTANCING

People are spending more time online than ever before and are turning to social media more and more for ways to improve their current situation. Join our Social Media + Brand Specialist, Tannis, on an Instagram Live session this **Friday, April 17th from 4 - 5 p.m.!** Come join us on this virtual happy hour and chat all things social media strategy during the COVID lockdown.

Let's get inspired, get those creative juices flowing, and get to posting some killer content on your social channels!



DISTRICT UPDATES

CALL FOR

@DTNYXE INSTAGRAM TAKEOVER GUESTS



DTNYXE BUSINESSES:
WE WANT TO HEAR FROM YOU!

SEEKING INSTAGRAM TAKEOVER GUESTS

Hey, DTNYXE businesses! Do you want to takeover the DTNYXE Instagram account for a day? You can use this opportunity to showcase your food delivery system, your new spring inventory, or a behind-the-scenes look at your business – whatever you'd like to show off! [Email Tannis](#) to inquire!

Watch Tuesday, April 21 for [PolishedBeautySpa](#) to get us started!



NEW PUBLIC LIBRARY DOWNTOWN

Saskatoon Public Library has announced their plans to build a new Downtown branch on 2nd Avenue.

[Read the StarPhoenix Article](#)

Broken link? Sorry about that - copy this into your browser:
<https://thestarphoenix.com/news/local-news/saskatoon-public-library-buys-downtown-strip-mall-former-patricia-hotel-site/>



CALL FOR NOMINATIONS

LEGENDS DOWNTOWN brings colour to the district, awareness to our community pride, and gratitude to our honourees. Our Downtown district succeeds because of these greats! We are currently accepting nominations for our 2020 celebration. **Deadline May 15.**

Visit our website for more information on nominations and past honourees.

[LEGENDS DOWNTOWN](#)

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

Have information to be included in future editions of **NEWS DOWNTOWN**? Please contact us!

* 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). 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.

Your satisfaction with communications from Downtown Saskatoon is important to us. If you would like to unsubscribe, review or change your message preferences with us, [click here](#).