



FOR IMMEDIATE RELEASE

Midtown Site Most Favourable for Discover Saskatoon Members and Stakeholders

SASKATOON, SK – September 23, 2022 – Discover Saskatoon surveyed its members, partners, and stakeholders, to gauge their preference for the two proposed sites for the area and entertainment district. 64% of respondents favor Site A or “Midtown” as the future location.

Discover Saskatoon promotes the value of our city’s experience to a global audience. A reoccurring theme as we work to bid on and secure high-yield business, sport, and cultural events is that our capacity within current facilities is not competitive on a national and international level. Investment in new facilities and surrounding entertainment district in our downtown will have resounding direct, indirect, and induced impacts on the economic and social well-being in Saskatoon and the overall visitor economy.

“If we are going to continue to be relevant on the global stage and have world-class events, we will need enhanced, connected facilities that showcase Saskatoon’s unique sense of place, vibrant culture, and thriving tourism economy,” says Stephanie Clovechok, CEO, of Discover Saskatoon.

The development of new hosting infrastructure in the Downtown Entertainment and Events District will create jobs, inspire investment, contribute to a flourishing community, and leave a legacy for generations to come. The visitor economy is responsible for over 14,000 jobs in Saskatoon and contributes over \$450M in direct spending in Saskatoon. This demonstrates the important role the visitor economy plays as a driver of economic and social prosperity in our community.

We have a responsibility to provide an experience to our residents and visitors and this requires the sophistication of infrastructure, transportation, and wayfinding. We are confident that the planning that is underway now will address the needs we have to continue to keep Saskatoon relevant and at the top of mind for our clients around the world. Saskatoon is fortunate to have a long-standing reputation of hosting excellence that will continue to grow with the development of transformative new experiences and the event hosting district.

“At the heart of everything we do is the essence of kinship and connection,” shares Clovechok. “An event and entertainment district will make it possible to create compelling invitations to discover Saskatoon in meaningful ways for our residents and visitors alike.”

While our city is growing and new concepts are being presented, we acknowledge that there are many questions amongst our residents, especially those about parking, access, and community members needing housing and social support. We are confident in the

leadership amongst the advisory committees and will stay committed to supporting this continued discussion. Working collaboratively for solutions to ensure that we are contributing to a healthy, flourishing Saskatoon is what these teams of people and organizations do best.

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About Discover Saskatoon

Discover Saskatoon is the official Destination Management Organization (DMO) representing Saskatoon and the region. It works in collaboration with the Saskatoon region's tourism sector and industry partners to promote and enhance Saskatoon as a destination experience on the global stage. It also encourages the growth of the region's visitor economy through the retention and development of attractions, major cultural events, and the incubation of new tourism experiences. Discover Saskatoon attracts visitors and residents to discover Saskatoon's leisure, business, sport, and cultural event experiences, which account for \$425 million of the regional economy. Working alongside the other industry sectors we help to ensure that the Saskatoon region is flourishing as a vibrant and diversified economy for businesses and investors, a strong destination for visitors to experience, and a destination of choice with a high quality of life and career opportunities for residents. For more information, visit www.tourismsaskatoon.com.