

# WHY A NEW DOWNTOWN ENTERTAINMENT DISTRICT?



Our key facilities are at their end of useful life. To ensure that Saskatoon remains a destination city in Canada, we need to plan now for their next evolution. Downtown development equals growth for Saskatoon.

## STIMULATE BUSINESS



Building new event facilities downtown will stimulate current businesses and pave the path for NEW businesses with activity to allow them to thrive 365 days a year. Growth is a recovery strategy, and businesses across the city would benefit from enhancing the downtown district.

## ATTRACT CITY WIDE EVENTS

New facilities will attract top quality convention, sports, and entertainment business to Saskatoon. This enhances quality of life. We have lost events in Saskatoon because our event space is not large enough or functional enough. Multi-day events, or multiple events in our city mean that our retail stores, our restaurants, gas stations, and night life are busier, and more successful all year round. Large events bring sustainability to community businesses.



## BOOST ECONOMIC IMPACT

While direct event revenue would increase substantially for both the convention centre and the arena, the biggest increase would come from spinoff economic activity from development of the surrounding district - including both commercial and residential uses, boosts to existing



businesses, creation of new businesses, and the attraction of more visitors coming to Saskatoon. One additional multi-day event with 4,500 people would bring an estimated \$4.5 million into our economy.