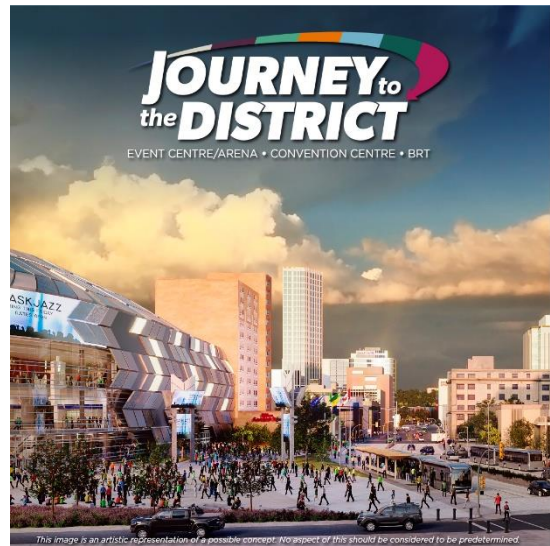


***Journey to the District* with the Midtown Shopping Centre North Parking Lot  
 Downtown Saskatoon Announces Event Centre / Arena Site Preference**

The next key decision in the City of Saskatoon’s *Journey to the District* is to select the ideal site for Saskatoon’s future Event Centre / Arena. Creating an exciting Downtown Event & Entertainment District is fundamental to Downtown Saskatoon, the Business Improvement District. **Downtown Saskatoon is announcing their preferred site as the Midtown Shopping Centre North Parking Lot.**

Building north of Midtown will create the most synergy with existing Downtown businesses, including robust spin off for restaurants, hotels, and night-life establishments. In conjunction with other formal special events, including proximity to TCU Place, expanded partnerships would create a district and community. It will ensure the ability to capitalize on development opportunities in the district. This site takes advantage of ideal access to two streets already determined to receive improved transit service, as well as the great walkability and right-size of this site. These are key factors of the central location in selecting Midtown as the preferred site. The alternative location at City Yards, North of 25<sup>th</sup> Street would take longer to grow and develop towards it.



Entertainment and conference facilities are in Downtown areas across Canada and the world. There are important reasons for these facilities to be built Downtown:

- **Centrally Located for Ingress/Egress** | Downtown offers the most ways in and out. Our community will have more transportation options to arrive/depart to a Downtown destination, including the future enhanced service of Bus Rapid Transit and park and ride.
- **100+ Restaurants & Lounges** | Downtowns by nature are home to world-class facilities, robust shopping, a great culinary scene, and premier hotels. With a multitude of entertainment opportunities Downtown, the experience will be more enjoyable and fulsome. This also results in more staggered traffic through a variety of start and end times.
- **13,000+ Parking Spaces** | Over half are currently available publicly, and many Downtown employees can access their reserved parking space while attending an event.
- **9 Hotels & 1,520 Rooms** | Hotel proximity to venues is key. Be it for the visitor or someone on a staycation, a short walking distance will improve the experience.

*“These public assembly facilities will stimulate the economy and bring renewed energy and life to Saskatoon’s Downtown. This district will be where we hold our biggest events, conferences, concerts, and sports. Before and after events, people will spill out into the surrounding businesses for a longer, enjoyable experience. This Downtown Event & Entertainment District with the Event Centre / Arena just north of Midtown is going to keep Saskatoon on the map, and boldly position our city and province to keep us moving forward,”* concludes Brent Penner, Executive Director of Downtown Saskatoon.



### **ABOUT DOWNTOWN SASKATOON**

Our mission is to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon. We strive for and envision the district being known for offering exceptional prairie urban experiences. Downtown Saskatoon's work is overseen by a board of district representatives and supported through a levy on commercial properties in the area.

### **RESOURCES**

- <https://dtnyxe.ca/entertainment-district> - a collection of relevant resources, including DTNYXE's recent video info-series on topics such as economic benefit, civic self-esteem, walkability, and of course - parking...

### **BRANDING LESSON**

- **Downtown Saskatoon** (all words) is our business name, and our preferred nomenclature
- **DTNYXE** (acronym, no space) is our online presence, or can be used for short
- Downtown YXE is not a version we use - thanks.
- For specificity around what we do, **Downtown Saskatoon Business Improvement District** can be utilized

### **For more information or to arrange an interview:**

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