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**Subject:** Midtown Site Chamber's Choice for Downtown Entertainment District  
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**FOR IMMEDIATE RELEASE**

**Midtown Site Chamber's Choice for Downtown Entertainment District**

**Site A preferred by 20-person Task force and 72% of survey respondents**

SASKATOON, SK – September 22, 2022 – The location known as “Site A” or “Midtown” is preferred for a future arena and entertainment district based on a review of options by the Chamber's Task Force and the results of a member survey, reports the Greater Saskatoon Chamber of Commerce. Fully 72 per cent of survey respondents expressed support for the location when compared to the other option.

“The consensus from our members is clear,” says Jason Aebig, CEO. “While both options have their advantages and disadvantages, the Midtown site offers the greatest potential to reinvigorate our downtown, optimize the redevelopment and utilization of TCU Place, boost our hospitality sector, and grow our economy.”

“We have a once-in-a-generation opportunity to transform our downtown and get this right,” continues Aebig. “With the right facilities and supporting amenities, Site A holds that potential.”

When compared to “Site B” or “City Yards” location, the Midtown site offers clear advantages:

- Co-location and connection with TCU Place (operation and cost efficiencies through shared services and personnel, joint programming, co-promotion)
- Proximity to existing restaurants and hotels
- Commercial and residential development potential on 3 sides
- Proximity to existing downtown parking inventory
- All points access at peak show times
- Lower costs for site servicing and development

“There are many outstanding questions regarding parking inventory, ease of access for loading production equipment, the functional design of the outdoor community plaza, and the total costs of a new arena, upgrades to TCU Place and potential re-routing adjacent streets and roadways,” observes Aebig, noting that these issues will need to be addressed in subsequent stages of the planning process. “What is clear is the positive economic impact upgraded facilities and a downtown entertainment district in Saskatoon will have on our city and province, including new jobs, private and public investment, support for our visitor economy, and opportunities for local restaurants, hoteliers and suppliers to grow.”

He continued: “We know that both TCU Place and SaskTel Centre are approaching their end-of-useful-life with aging infrastructure that can no longer meet the needs of residents, visitors, and event promoters. While the capital costs of updated facilities and surrounding district will be significant, there are significant costs to maintaining deteriorating buildings that are providing less and less benefit to the citizens of Saskatoon.”

Once Saskatoon City Council makes its decision on a downtown site, the Chamber is eager to participate in the next phases of planning, which will include designs and functional plans for upgraded facilities, funding options and financial tools to minimize costs for property taxpayers, and a development timeline that makes the most of the site's potential.

“Drawing on best practices, and lessons learned from comparable North American markets, we can put our city back on the map, secure the future of our downtown, and create new opportunities for businesses and residents who call Saskatoon home.”

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