

## NEWS RELEASE

### NSBA identifies preferred site for the new Downtown Event and Entertainment District

FOR IMMEDIATE RELEASE

**Saskatoon, SK, September 22, 2022** – Following the announcement of the two proposed downtown arena sites, the NSBA, first of all, commends the City of Saskatoon on its continuous effort to create a vibrant Downtown Event and Entertainment District. The NSBA supports the belief that this project benefits our City and creates an avenue for future developments in our downtown.

The NSBA, among other business organizations, has advocated for this downtown development for many years, and we are convinced that this project will be the start of revitalization in our downtown. With the final two options now identified, the NSBA announces **SITE A – Midtown Shopping Centre North Parking Lot** as its preferred location.

This site aligns with the City's overall growth strategy and will serve as the anchor to spur other infill developments in the vicinity. In addition, the Midtown Shopping Centre North Parking Lot site is nearest to the proposed Bus Rapid Transit routes and also provides better options for road access and active transportation in and out of the facility.

"When travelling for conferences, concerts, or sports, one factor to consider is the distance to amenities like hotels, restaurants, bars and even grocery stores," says Keith Moen, Executive Director of the NSBA. "Saskatoon's downtown is home to many restaurants, hotels and so on, and undoubtedly, Site A is more accessible to this existing infrastructure."

The Midtown Shopping Centre North Parking Lot is also in close proximity to TCU Place, which creates an opportunity for collaboration of a true district that houses both an arena and convention centre. This potentially enables the City to renovate and refurbish the current facility to modern day standards.

For these reasons, the NSBA believes Site A is the best location for the downtown arena. "The NSBA is confident that the Midtown Shopping Centre North Parking Lot fits the needs of a successful downtown destination remarkably well," concludes Keith Moen, Executive Director of the NSBA.

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**For more information:**

The NSBA is a member-driven and focused business association in Saskatoon that serves, promotes and protects businesses throughout Saskatoon and beyond. The NSBA has recently rebranded to be known simply by its acronym – NSBA – to reflect its current membership, which has grown considerably beyond Saskatoon's north end. The NSBA has developed its mandate and reputation by being a relevant, topical and effective organization that interacts with all levels of government and industry on various issues for the betterment of our local economy.

**Contact information below:**

**Keith Moen**

Executive Director

NSBA

(306) 242-3060

keith.moen@nsbasask.com