



November 15, 2022

Mayor Clark and Members of City Council
City of Saskatoon
222 Third Avenue North
Saskatoon, SK

Dear Mayor Clark and Councillors:

Re: Midtown North Parking Lot as Site Preference

One of the key decisions to creating an exciting Downtown Event + Entertainment District is to select the site for the future Event Centre / Arena. Downtown Saskatoon supports the recommendation of city administration in their report before you on November 16, 2022. Downtown Saskatoon supports the Midtown North Parking Lot as the preferred site of the future Event Centre / Arena.

Building north of Midtown will create the most synergy with existing Downtown businesses, while ensuring the ability to capitalize on opportunities for development that exist in the district due to this central location. Building along two streets determined to receive improved transit service and near TCU Place are also key factors in making this our preferred site over the other location at City Yards, north of 25th Street.

Home to world-class facilities like Remai Modern and Persephone Theatre, robust shopping, a great culinary scene, and premier hotels, we believe locating an Event Centre / Arena just north of Midtown will boldly position our city and province to keep us moving forward. Entertainment and conference facilities are in Downtown areas all over Canada and the world. There are reasons why these facilities are built Downtown:

- **Centrally Located** | Downtown offers the most ways in and out. With the enhanced service of Bus Rapid Transit as a major theme for our future, we will have more transportation options to arrive to a Downtown destination.
- **100 Restaurants & Lounges** | With a multitude of entertainment opportunities Downtown, traffic to and from events is mitigated through a variety of start and end times.



- **13,000+ Parking Spaces** | Over half are currently available publicly, many Downtown employees can access their monthly parking space while attending events, there are 1,860 on-street spaces, and equally as many parking spots to reach the venue in the same walking time as compared to the current facility.
- **9 Hotels & 1,520 Rooms** | When visiting the city for a concert, show or conference, proximity to venues is key. People staying at one of these nearby hotels have many options to this location without having to drive and park.

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 Event and Entertainment District is going to keep Saskatoon, and Saskatchewan on the map, keeping events coming to our city, and allowing us to go after new ones. It will provide opportunities for employment and entertainment for people who live in Saskatoon and throughout the province.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Brent Penner'.

Brent Penner
Executive Director

cc: Jeff Jorgenson, City Manager
Dan Willems, Director of Technical Services | Transportation & Construction