

WELCOME

About the Downtown Saskatoon
Business Improvement District

DTN
YXE
DOWNTOWN
SASKATOON



From its vibrant streets to river's edge, Downtown Saskatoon is open and inviting, offering an upscale urban experience in the heart of Saskatchewan.

Find [#RoomToBreathe](#), [#SpaceToGrow](#) + [#PlaceToBelong](#).

Downtown Saskatoon	2
Meet Our Team	4
Who to Call	6
Parking + Getting Around	8
Get Noticed DTNYXE	10

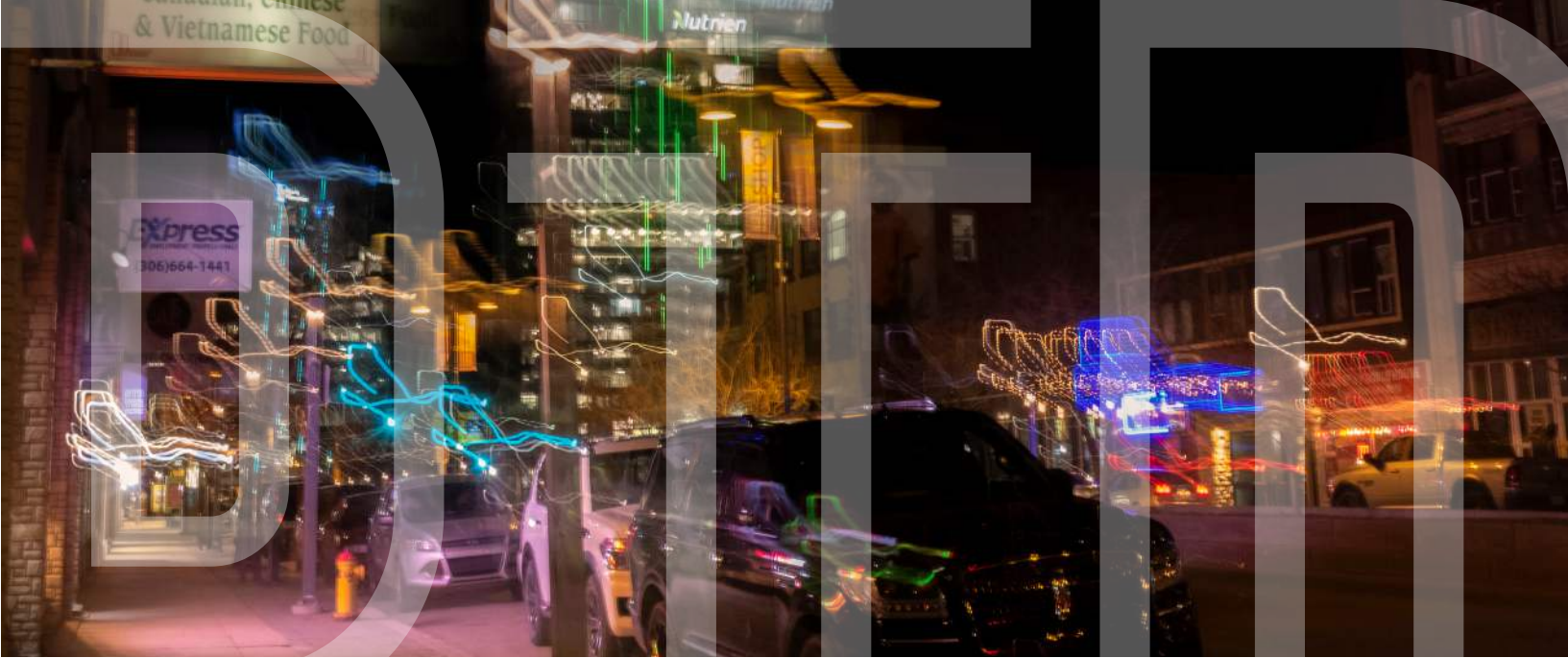
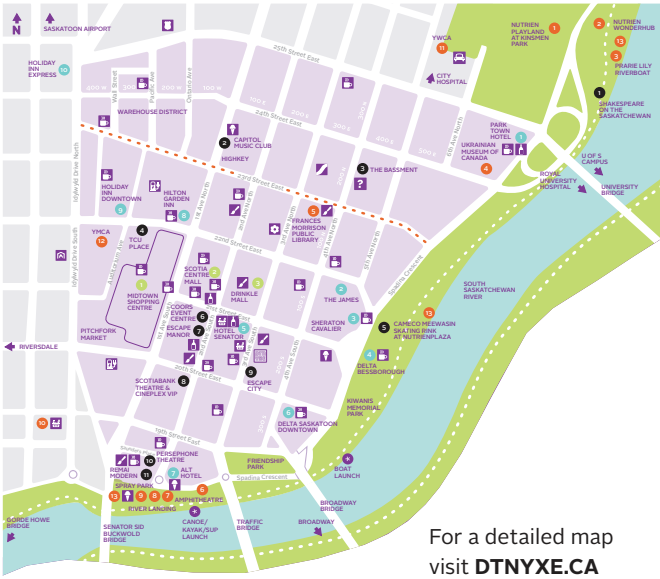
Downtown Saskatoon strives to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon. We create, promote, and program Downtown experiences that attract Saskatoon residents and visitors from across the province, country, and world.

We are the Business Improvement District (BID) responsible for **Downtown Saskatoon**. The BID serves as the voice and advocate for the district, giving life to innovative ideas and creative solutions for an even better Downtown. We continuously strive to build connections and partnerships that enrich Downtown Saskatoon through animation and events, and work to ensure the district is clean and safe. Our services aim to enhance the services already provided by the City of Saskatoon, not replace them.

Downtown Saskatoon was originally established in 1986, then known as the Partnership. Authorized under Section 25 & 26 of *The Cities Act* and City of Saskatoon Bylaw No 6710, BID activities are financed by a special levy collected from commercial property owners located in the defined boundaries of the Downtown district.

The work of Downtown Saskatoon, known online as DTNYXE, is overseen by a board of district representatives, and supported through a levy on commercial properties in the area.

The BID operates as a not-for-profit organization. Our district has a northern boundary of 25th Street, eastern and southern boundaries of the South Saskatchewan River and Idylwyld Drive on the west.



BE DOWNTOWN

Downtown Saskatoon has an urban, upscale and vibrant personality that is shaped through the collective of its businesses. These shops, restaurants and other establishments form the look and vibe of the district and feed the overall success of our city.

- OPEN** room to breathe, room to move, bright, street-to-sky sight lines
- INVITING** welcoming, personable, inclusive
- UPSCALE** sophisticated, higher end, stylish, elevated
- VIBRANT** lively, bustling, buzzing, active, filled with hot spots, animated
- URBAN** pedestrian-welcome, contemporary, busy, edgy
- COLOURFUL** eclectic, interesting, diverse, seasonal

A strong and vibrant Downtown is key to creating a strong framework for the City of Saskatoon. Here's what sets Downtown apart from other areas of the city:

- Elite entertainment cluster** – fine, performing and visual arts, Remai Modern, Persephone Theatre, Saskatoon Symphony, Shakespeare on the Saskatchewan, destination movie theatre with VIP offering
- Direct access to the dynamic side of the riverbank** – rink, trails, urban forest, parkland
- Eclectic mix** of local retail and restaurant offerings, as well as national retailers
- Home to many of the city's **popular festivals**
- Full package experiences**
 - catch an outdoor show, stroll by the river, and enjoy an ice cream cone with a cherry on top
 - convention attendance, shopping on a break, and a walk back to your hotel
 - a drink after work, next door for dinner and a movie in a VIP theatre seat

Downtown Saskatoon offers a sense of place you can't find elsewhere in Saskatoon. Where else would you find a hotel built like a castle in 1935, a brand new modern art gallery, multi-generational family businesses across the street from national retailers, a gorgeous river, a Ukrainian museum, Indigenous art, street murals, convention center and performing arts venue all within just a few blocks?

Only in Downtown Saskatoon.

STRATEGIC PRIORITIES



- Strong Community**
- Continue to communicate and market DTNYXE to enable stakeholders, including Downtown businesses and City of Saskatoon, to better understand and participate in our brand and vision
 - Continue to work with and engage with stakeholders such as business sector groups, City of Saskatoon, residential associations, and community organizations for the betterment of our district and wider community



- Advocacy**
- When it comes to the Downtown community and place, make sure Downtown businesses continue to be the focus among various competing priorities
 - Recognizing that Downtown initiatives are complex, build on successes and commit to required long-term planning and investment of time and resources
 - Continue to evolve and adapt to accommodate an ever-changing landscape



- Safe + Welcoming Streets**
- Continue to emphasize street cleaning and build on strengths to include other aspects of cleanliness Downtown through Clean Team
 - Continued operation of the Community Support Program to ensure safe streets for all
 - Build and maintain relationships in the community that strengthen safety in the district



- People are Priority**
- Continue to focus on organizational stewardship, accountability, and sustainability to attract and retain great people to our team
 - Continue to recruit strong board members with required skillsets providing oversight and stewardship

MEET OUR TEAM

Meet our small team who works to create and support a healthy and diverse Downtown Saskatoon by being leaders in programs and services in the areas of advocacy, marketing, cleanliness, beautification, and safety.

Some of What We Do

- **Advocacy** on a variety of Downtown issues ranging from safety and transit, to Entertainment District and overall development.
- **Planning + development services** geared towards attracting, retaining, and expanding investment in business, residential development, and public amenities.
- **Marketing + communications** for the overall district, including highlights and promotion of Downtown business members.
- Our **Clean Team** contributes to the beautification of the district through a sidewalk, alley and street-level cleaning program. Seasonal work includes flowerpot maintenance, sidewalk pressure washing, graffiti removal, and snow removal from public sidewalks and pedestrian walkways. As our eyes + ears on the streets, this team regularly interacts with public as ambassadors of the area, reports infrastructure issues directly to the City of Saskatoon, and safety concerns to the Community Support Program and Saskatoon Police Service.
- Manage the **Community Support Program** for the city-centre BIDs, including Downtown. This organization's mission is to provide a safe and enjoyable street experience for everyone in our community (page 9).
- Animation of the district attracting people to **BE DOWNTOWN**. Involves in-house programming, as well as sponsorship and facilitation for the space to work with festival and event organizers using Downtown as their venue. There are over 50 Downtown events from Saskatchewan Jazz Festival and Nuit Blanche, to our very own annual Downtown Sidewalk Sale and **LEGENDS DOWNTOWN**, to name a few.



Brent Penner
Executive Director
brent.penner@dtnyxe.ca
306.664.0709



Sarah Marchildon
MarCom + Program Director
sarah.marchildon@dtnyxe.ca
306.664.0740



Chad Coombs
Social + Digital Marketing Specialist
chad.coombs@dtnyxe.ca
306.664.0710



Jamie Marushak
Clean Team Supervisor
jamie.marushak@dtnyxe.ca
306.664.0711

Board of Directors

Our Board Members are individuals who have an understanding and passion for what Downtown districts mean to a city. They either own property or represent a business operating within the BID boundaries. Collectively, they have a desire to ensure that Downtown Saskatoon remains vibrant and inviting.

For a current listing: [DTNYXE.CA/ABOUT/BOARD-OF-DIRECTORS](https://www.dtnyxe.ca/about/board-of-directors)

Our Clean Team:

- Waters 420 flower pots in the summer,
 - Operates a sidewalk snow sweeper to help businesses with their snow removal responsibilities,
 - Removes countless pieces of graffiti,
 - Removes approximately 82,000 pounds of garbage from public sidewalks annually,
 - Picks up thousands of cigarette butts,
 - Keeps poster directories neat, tidy and up-to-date.
- You can call our Clean Team Supervisor at 306.664.0711 to report an issue. Normal operating hours are 7 a.m. to 3 p.m. daily.



WHO TO CALL

Saskatoon Shines!

Property Maintenance

(unsafe structures, smoke alarms,
junked vehicles, long grass)
Saskatoon Fire & Protective Services
306.975.2828 – 24 hours

Damaged/Malfunctioning Parking Equipment

City of Saskatoon
306.975.2400

Parking Enforcement Dispatch

City of Saskatoon
306.975.8344 – 24 hours

Roads, Water, Sewer & Sidewalks

City of Saskatoon
306.975.2476 – 24 hours

Damaged/Non-Functioning Street & Traffic Lights

City of Saskatoon
306.975.2981 – 24 hours

Power Outages

Saskatoon Light & Power
306.975.2621 – 24 hours

Emergency

Call 9-1-1 for Police, Fire, or Ambulance
– 24 hours

Police Non-Emergency Call

Saskatoon Police Service
306.975.8300 – 24 hours

Fire Department Non-Emergency Call

(fuel spill, natural gas)
306.975.3030 – 24 hours

Downtown Saskatoon Clean Team

www.dtnyxe.ca/about/contact-us
or call 306.664.0711



Community Support Program

- This team of six uniformed officers acts as foot patrols within Downtown, Riversdale, and Broadway Business Improvement Districts
- They work closely with the Saskatoon Police Service and local service providers and can attend a variety of calls ranging in scope from addictions, minor disturbances, people requiring access to shelter and/or nutrition, individuals exhibiting behaviours typical to those dealing with mental illness, persons requiring medical attention where it is not the result of criminal conduct, and providing directions and information to business owners and staff, and district visitors
- To request **CSP assistance**, and for more information on this program, visit cspsaskatoon.ca or call **306.382.6935**
- Please note, you should always call **9-1-1** if you witness criminal behaviour or a crime in progress

PARKING + GETTING AROUND

Parking Facts

Downtown Saskatoon hosts over

14,000 parking spaces

- About half of these parking spaces are public
- 20 are equipped to charge electric vehicles at Midtown + River Landing
- Approximately 2,000 are on-street parking spaces
- Midtown has 1,875 parking spaces

All on-street parking is **free between 6 p.m. and 9 a.m.** Monday to Saturday, all day Sunday and statutory holidays observed by the City of Saskatoon.

The current public parking rate is **\$2.00 per hour**. You do not have to use the parking station closest to your vehicle. Find the station that is most convenient to you.

You can **move your vehicle** from one City of Saskatoon pay parking space to another, without having to pay again. Your paid parking session will remain valid until it expires. Remember to move your vehicle within the prescribed time limit for each space. Almost all Downtown on-street parking spaces have a 3-hour time limit.

ParkedIn is a phone app that allows drivers to **pay for parking from a smartphone**. The app contains a variety of features that allow drivers to save multiple license plate numbers, print receipts, view current parking sessions, and top up time. Available for download on both iOS (App Store) and Android (Google Play) devices, it makes parking payments easy.

Downtown Saskatoon has several surface parking lots provided by Precise Parklink and Impark, available for hourly, daily, or monthly parking.

Common Parking Myths

MYTH

I have an early morning meeting so can't pay for parking at 9 a.m.

REALITY

Pay stations accept payments as early as 7 a.m. Payments made before 9 a.m. will be held until 9 a.m. You can also use the **ParkedIn** app.

MYTH

Parking in Downtown Saskatoon is way too costly.

REALITY

Parking in Downtown Saskatoon is on par with other similarly sized cities.

MYTH

I can't park close to the store I want to visit.

REALITY

With parking on most streets and in various surface lots or parkades, you are actually much closer than you may realize. Walking across Downtown can be shorter than across a big box parking lot. Plan ahead and window shop along the way.

MYTH

Parking commissionaires watch my car and wait for the time to expire so they can issue a ticket.

REALITY

Parking enforcement staff would much rather you pay for the time you require, then move your vehicle before a ticketing opportunity exists.

Active Transportation

Travel on foot or by bike to your destination. Downtown Saskatoon has hundreds of bike racks available to cyclists. Get some exercise, fresh air, and an opportunity to say hello to someone you know!

Saskatoon Transit

Buses run from approximately 6 a.m. until midnight on weekdays and Saturdays, and approximately 9 a.m. to 9 p.m. on Sunday and statutory holidays. Downtown Saskatoon has approximately 40 bus stops and 28 bus routes to get you where you need to go.

For more information, go to transit.saskatoon.ca or call 306.975.3100.



GET NOTICED DTNYXE

We work hard to brand Downtown Saskatoon, creating a strong sense of community and place in the district. You can help and participate in various ways.

Affix the included **window cling** to your business window to show your membership and support. Mention **Downtown Saskatoon as your location** in your own advertising to attract your audience to our district as a whole.

Please **ensure we receive your information** – that's up to date contact info, good news stories, sales and event details, etc. We're always looking for colourful stories to share on our **website, blog and newsletter**.

We post regularly on our **social media** channels. Join the conversation. **Mention and tag us in your posts** for a chance to be reposted and shared.

#RoomToBreathe –for scenic posts of the district that show off the open prairie landscape and the DTNYXE skyline

#SpaceToGrow –for inspirational posts about opportunity and growth

#PlaceToBelong –for community-focused posts that showcase what Downtown is all about – the people

Follow **@dtnyxe** on Facebook, Twitter, and Instagram – we'll follow you, too!



DTNYXE.CA





PHOTO CREDITS:
Kelly Pankratz, Discover Saskatoon,
Triovest + DTNYXE

Thanks kindly for capturing
Downtown Saskatoon as we love it!



DTNYXE



DTN
YXE
DOWNTOWN
SASKATOON



DTNYXE.CA

DOWNTOWN SASKATOON

T 306.665.2001

E info@dtnyxe.ca

242 Third Avenue South
Saskatoon, SK S7K 1L9