

# 2022 ANNUAL REPORT DOWNTOWN SASKATOON



**DOWNTOWN SASKATOON**  
 T 306.665.2001  
 E info@dtnyxe.ca  
 242 Third Avenue South  
 Saskatoon, SK S7K 1L9

PHOTO CREDITS + SOURCES LISTED ONLINE



## Message from the Board Chair

As the Board representing our business district, we have always known our small organization performs mighty feats worth noting. Through these pages, we will look back over last year's accomplishments with the expectation of an annual review and comparison going forward.

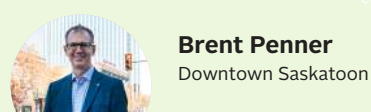
The year began with strong purpose. The Board approved our **four-year strategic plan**, with a mission to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon. With a vision to offer exceptional prairie urban experiences, we will engage and support our strong community, emphasize safe and welcoming streets, advocate on behalf of the district, and internally make our people a priority.

Our district boundary expanded in 2022 with the inclusion of **River Landing**, east of Idylwyld Drive. When we originally founded in 1986, this area was part of our district but had been removed when the land was zoned to allow for the creation of River Landing in 2008. Now back within our boundaries, we provided services to this area in the same manner as the rest of the district.

After two challenging years with the pandemic, our **district has held strong** with lots of positives on the horizon. We have seen more businesses open than close, we hosted a summer of full-scale festivals and events, and most employees have long since returned to work in the district. There are more challenges yet to conquer, more neighbourly support to offer and receive, and exciting projects in the near future. In all we do, we remember that as goes the Downtown, so goes the city!

## 2022 Board Members

Thanks to our Board Members who ensure that Downtown Saskatoon remains vibrant and inviting.  
 Chris Beavis: Hotel Senator + 21st Street Brewery  
 Cynthia Block: Ward 6 – City Councillor  
 Blair Chapman: Saskatoon Business College  
 Tara Faris: Midtown Shopping Centre  
 Kevin Johnson: Cushman & Wakefield Saskatoon  
 Shauna Leyte: EY  
 Lyndon Laprairie: BDO Canada LLP  
 Ashala Naidu: Naidu Legal  
 Sara Wheelwright: Trusted Marketing Services  
 Mark Wolff: myComply + Advance-Tek



## Message from the Executive Director

2022 was an important year for Downtown. Internally, our organization grew by one employee as we added a member to our **Clean Team** with the expansion of the district to include River Landing. Our **Clean Team** provides services seven days a week and is instrumental in so much of our activities. All other facets of our work are carried out by three **staff** members who are passionate about our district, telling its stories, advocating for a better future, organizing events, and promoting everything that goes on throughout the year.

Plans for many projects took important steps forward last year. These will help orient development and encourage investment in what is set to come. The **Permanent Outdoor Festival Site** at Friendship Park has commenced with the building of public washrooms and event headquarters. The **Saskatoon Public Library** bought land and released designs that draw inspiration from First Nation and Métis architecture. Improvements to **transit** continue to be planned, designed to move people to and from Downtown. Meevasin is working on improvements to 1.5 km of existing **trail network** in the district, and Arbutus Development announced plans for a **grocery store** at Midtown Shopping Centre.

The project with the most potential for generational change is the **Downtown Event and Entertainment District**. This plan grew in concept with the confirmation of the location on 2nd Street to the north of Midtown. The launch of our own campaign, **#ItsGotToBeDowntown**, remains a resourceful tool to inform yourself with the knowledge to support positive conversations at the checkout line, water cooler, kitchen table, and boardroom. We support the decision of City Council for this location as it creates the most synergy for existing Downtown businesses, while ensuring the ability to capitalize on opportunities for development that will exist due to this central location. Building along two streets already determined to receive improved transit service, and adjacent to TCU Place are also key factors in making this a celebratory step towards a bright future for this district, our city, and region for decades to come.

## Downtown Saskatoon Strategic Plan 2022 - 2025



### Strong Community

- Continue to communicate and market DTN YXE 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



### Safe + Welcoming Streets

- Continue to emphasize street cleaning and build on strengths to include other aspects of cleanliness Downtown through Clean and Safe 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



### 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

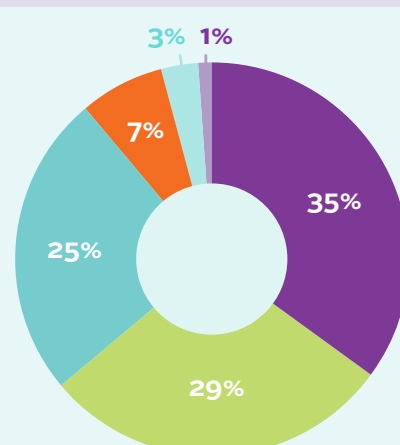


### People are Priority

- 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

## FINANCIALS

- Clean Team 25%
- Administration 29%
- Board + Committees 1%
- Special Events Sponsorship 3%
- Community Support Program 35%
- Marketing, Research + Education 7%



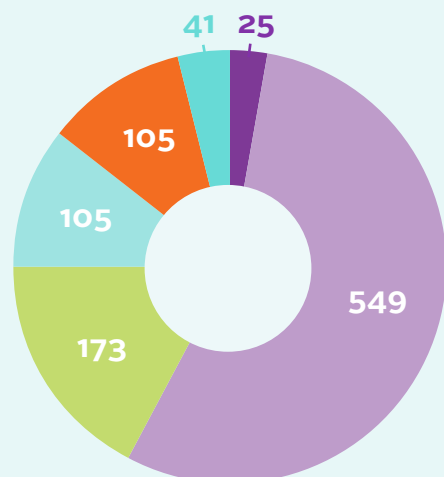
**Downtown Saskatoon strives to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon.**

The work of Downtown Saskatoon, known online as DTN YXE, is overseen by a board of district representatives. We endeavour to give 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.

Downtown Saskatoon was originally established in 1986. We are the Business Improvement District (BID) serving as the voice and advocate for the district. BID activities are financed by a special levy collected from commercial property owners located in the defined boundaries of the Downtown district. Our district has a northern boundary of 25th Street, eastern and southern boundaries of the South Saskatchewan River and Idylwyld Drive on the west. The BID operates as a not-for-profit organization.

## BUSINESS TYPES

- Eat 105
- Shop 173
- Art + Play 41
- Health + Beauty 105
- Service + Organization 549
- Stay + Meet 25 (1830 hotel rooms)



**91 New Businesses Welcomed**

## COMMUNITY SUPPORT PROGRAM

**2,408 RESPONSE TO CALLS 73% PHONED IN BY BUSINESSES OR PUBLIC 69% INDIVIDUALS SUCCESSFULLY SUPPORTED 3,782 BUSINESS VISITS**

## CLEAN TEAM

Our Clean Team keeps our streets safe + welcoming. We have grown to service Monday through Sunday, with 7 year-round full time staff, and an additional 2 in the summer.



**25** newsletters to 1,688 email addresses

**6,500** POCKET GUIDES  
**5,000** MAPS



**MEDIA**  
 STRAT PLAN  
[www.dtnyxe.ca/about-us](http://www.dtnyxe.ca/about-us)  
 EVENT CALENDAR  
[www.dtnyxe.ca/events](http://www.dtnyxe.ca/events)  
 NEWSLETTER  
[www.dtnyxe.ca/newsletter](http://www.dtnyxe.ca/newsletter)

**10,100** FOLLOWERS

**3,903** FOLLOWERS

**3,795** FOLLOWERS

**Annual Average Daily Vehicular Traffic:**  
 44,500 Sid Buckwold Bridge  
 43,100 25th St E  
 8,900 Spadina Cr through Downtown

**3,258 residents / 1,735\* households**



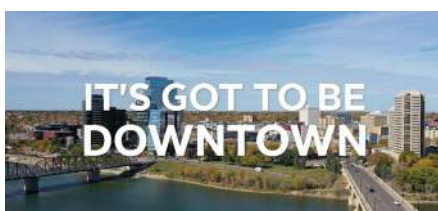
**2 BLOCKS WATER MAIN MAINTENANCE**  
**5 BLOCKS SIDEWALK/CURB REHABILITATION**  
**794\* LED STREET LAMP FIXTURES WITH 106,544 WATTS REDUCTION**  
 \*2020-2022 PROJECT

**\$21.6M**  
 renovations + tenant improvements + new construction

**18.4% Q4 office vacancy**, recovering from flight to 425.5K SF new AAA-class in River Landing

**697,643** pedestrians at 1st Ave S + 21st St E, NE corner  
**7.7% increase over 2021**

## Events + Animation



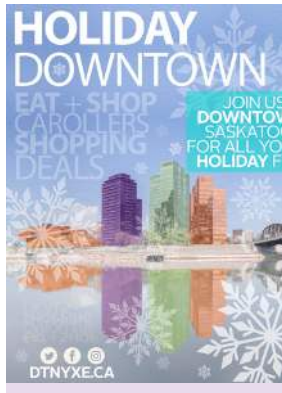
Video series supporting water-cooler conversations with positive facts about the potential Downtown Event and Entertainment District.



18 bikes in 9 Downtown hotels offered for free guest-rentals generated 491 rides.



Thanks Triovest, the Music Performance Trust Fund + the Saskatoon Musicians' Association for helping us host 43 bands + 2760 attendees.



46 festive Downtown animations listed online, including return of the \$500 WEEKLY HOLIDAY DRAW, generating 302 receipts entered to win \$2,000 in gift cards.



New lighting illuminates the 21st St E back alley, and 2nd + 3rd Aves S.

## 34 LARGE FESTIVALS + EVENTS



21 DTN YXE neighbours profiled on social channels.



Hosted 37 Downtown Businesses, 84 vendors total.



The Tunnel by BIGART, supported by Triovest + DTN YXE is the first Nuit Blanche YXE exhibit to last longer than one evening.



Downtown is a canvas to 96 pieces of art, including murals, painted traffic boxes, sculptures, ALLEY GALLERY, etc. Pictured: Make A Wish by Kyle Thornley.



Celebrating inductee (the late) Raymond Côté, Brickers Shoes with Raymond's wife Lillianne (centre) + son, Daniel (right).



For the first time in 54 years, celebrations moved Downtown, successfully hosting 47,000+ people for a respectful honouring of our nation.