



NEWS DOWNTOWN | OCTOBER 26, 2023

ECONOMIC IMPACT OF ENTERTAINMENT ON OUR CITY

Downtown Saskatoon with Discover Saskatoon and SaskTel Centre, completed an insightful analysis underscoring the significant impact of the event industry on our city's economy. This deep dive, exemplified by the Shania Twain concert held in May 2023, demonstrates the magnitude of such events. However, while we celebrate in these successes, a critical alarm bell sounds for the future. Our current infrastructure, which has served us faithfully over the years, is beginning to show its limitations. With the evolving demands of modern entertainment and the expectations of global audiences, our venues are struggling to match up. There's a real danger here: unless we upgrade and innovate, we run the risk of being overlooked by major events, artists, and organizers in favor of cities that offer state-of-the-art facilities. The Shania Twain concert stands as a gleaming testament to what Saskatoon can achieve, but it also emphasizes our crossroads situation. We're at a pivotal juncture, and the choices we make now will decisively shape Saskatoon's entertainment trajectory for decades to come.



ECONOMIC IMPACT OF THE SHANIA TWAIN CONCERT ON YXE

 The Saskatoon show was held on May 12th 2023 with 12,998 in attendance at the Sasktel Centre.

10.6 million in gross economic activity,
 \$6.3 million to GDP,
 \$3.6 million in employment income
 (maintaining 967 local jobs)
 \$0.27 million in municipal revenues

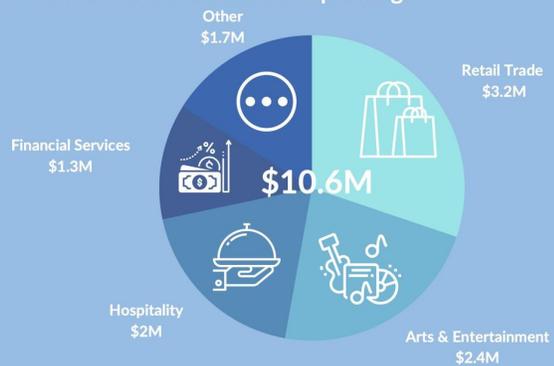


 Spending by out-of-town concert goers accounted for **60.5%** of the overall economic impacts



Nearly all non-local spending went towards the Accommodations, Restaurants, and non-event related Retail/Shopping sectors (\$3.2M).

Local industries benefitting most from concert events and related consumer spending :



READ THE FULL ECONOMIC IMPACT ASSESSMENT

Broken link? Sorry about that - copy this into your browser: <https://dtnye.ca/shania-twain-economic-impact/>

CALLS, OPPORTUNITIES + UPDATES

FACADE ENHANCEMENT GRANT PROGRAM

Looking to upgrade the curb appeal of your business or property? The **Façade Conservation & Enhancement Program** provides grants to property owners and businesses located in established commercial areas to enhance their overall street character.

Applications for the Building Refresh Grant may be **submitted throughout the year**.

[APPLICATION + MORE](#)

Broken link? Sorry about that - copy this into your browser: <https://www.saskatoon.ca/community-culture-heritage/heritage-properties-programs/facade-conservation-enhancement-grant-program>



SEASONAL COMMERCIAL ENTERPRISE OPPORTUNITY

Explore the opportunity of **launching a business outdoors** in one of Saskatoon's Downtown parks!

The **City of Saskatoon is inviting entrepreneurs** to use their creativity to launch a seasonal commercial enterprise that supports sport, recreation and/or cultural events or opportunities.

Application deadline is February 15, 2024.

[APPLICATION + INFO GUIDE](#)

Broken link? Sorry about that - copy this into your browser: <https://m365-emarketing-uploads.s3.amazonaws.com/images/56cc164835f821ad/seasonal-commercial-enterprise-in-parks-information-guide.pdf>



JOIN THE SANTA CLAUS PARADE

On **Sunday, Nov 19, 1-2 p.m.**, the 32nd annual **Saskatoon Santa Claus Parade** will run through the district. This event heralds the start of Christmas shopping and brings thousands of people into the Downtown. This year's parade will once again benefit the Ronald McDonald House.

General Event Info:

- Various road closures will occur between 9 a.m. to 4 p.m., with the parade running from 1-2 p.m.
- Advise staff/service providers/clients to plan a timely route in and out of the district.
- [Parade Route Map](#)

Participation Opportunities:

- Be a **WARM UP STATION** - post [this sign](#) in your window and consider offering something warm. Hot chocolate, Coffee, Cookies, Etc.
Contact DTNYXE to advise of your participation for social media promotion.
- Seeking donations to thank ~50 volunteers (~\$10 gift each).
Volunteers are the backbone of making this event happen!
Please contact DTNYXE for pick up + social media recognition.
- Please consider sponsorship! (Contact DTNYXE for more info)
- Enter a float (vehicle, walking, etc.)! It's free. **Register [here](#) before Oct 31**
- Have family, friends & staff volunteer! **Register [here](#) before Nov 14**



[SANTA CLAUSE PARADE INFO + REGISTRATION](#)

Broken link? Sorry about that - copy this into your browser: <https://www.saskatoonsantaparade.com/paradeentry>

[CONTACT DTNYXE TO PARTICIPATE](#)

Broken link? Sorry about that - email: Sarah.Marchildon@dtnyxe.ca

HOLIDAY DOWNTOWN LISTINGS

With a multitude of holiday-related happenings occurring in Downtown Saskatoon this season, how could we not wrap it all up + tie it with a bow? This is why we **need your holiday-themed promotions and specials** to share, promote and list.

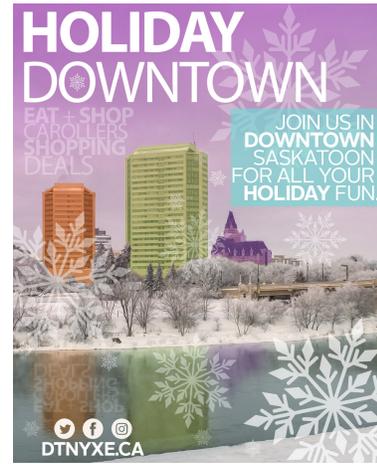
As our own **HOLIDAY DOWNTOWN** promotion, Downtown Saskatoon will give away 4 x \$500 in Downtown gift cards once again this season. Customers will be invited to submit receipts of \$25+ from **any Downtown purchase**. DTNYXE will purchase the winner's gift cards per their request.

We will be distributing 250 tent cards with a direct qr code. **You will be able to direct customers to the qr code, our website, and/or our social media for information on how to submit their receipts.**

Reminder to do the same when you are a shopper!

SUBMIT YOUR INFO

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WE ALL HAVE TO SHOVEL OUR PART

Are you wondering **how Downtown snow removal works**? Where to shovel the snow from sidewalks and parking spaces? We have everything you need to know to help keep Downtown free and clear.

Additionally to each business and the City's efforts, **DTNYXE staff provide additional snow clearing** around wheelchair access ramps, benches and other amenity areas. With the acquisition of our own snow sweeper, you will also see us brushing snow along sidewalks as we help to make Downtown as safe as possible for all forms of travel.



CITY BYLAW INFO + MORE

Broken link? Sorry about that - copy this into your browser: <https://dtnyxe.ca/snow-clearing/>

DOWNTOWN HAPPENINGS

POETRY DOWNTOWN

The **StarPhoenix** was on hand as Saskatoon poets read their displayed pieces along 3rd Ave for this year's **POETRY DOWNTOWN** annual walking tour.

Visit [dtnyxe](https://dtnyxe.ca) for more **POETRY DOWNTOWN** and all of our [walking tours](#).

STARPHOENIX REPORTS

Broken link? Sorry about that - copy this into your browser: <https://thestarphenix.com/entertainment/local-arts/kindness-in-the-words-downtown-saskatoon-features-local-poetry>



NEW BUSINESSES

Welcome Downtown! You join a strong community, and we look forward to your participation + a visit soon! Neighbours, let's give these businesses a warm and supportive welcome!

Amplifon Hearing Clinic, Cafe Del Rey, Coaches Corner, SPI Security and Little Spice.

* It is our intention to get every new business an info package about our work and to connect them with our Member community. If you or a business you know are not yet connected with us, please say hello!

SAY HELLO

Broken link? Sorry about that - email: info@dtnyxe.ca



COVETED HAIR LOFT

StarPhoenix talked with Michael Gray and Paul Hemsing of **Coveted Hair Loft**, at **219 21st Street East**. Get to know them and why they chose **Downtown** Saskatoon for their salon.

STARPHOENIX REPORTS

Broken link? Sorry about that - copy this into your browser: <https://thestarphenix.com/business/local-business/coveted-hair-loft>



EVENTS

YXE ARTISAN MARKET

TCU Place will be host to 65+ locally owned small businesses for this year's **YXE Artisan Market**.

\$5 dollars at the door admission kids 12 and under are free.

EVENT INFO

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TIGER LILY ARTISAN MARKET

Tiger Lily Artisan Market is Saskatoon's newest fine craft market. The market is taking place in the **Riverview Room at Remai Modern** on Friday, Nov 3rd and Saturday, Nov 4th.

EVENT INFO

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The Saskatoon Chamber Singers presents

REQUIEM

FOR THE LIVING AND FOR THE DEAD



KNOX UNITED CHURCH
NOVEMBER 11TH, 2023 @ 3 PM

STUDENT \$15 ADVANCE \$30 DOOR \$35

PURCHASE TICKETS AT WWW.SASKATOONCHAMBERSINGERS.CA



AND THERE'S MORE...

MORE DOWNTOWN EVENTS

Broken link? Sorry about that - email: <https://dtnyxe.ca/events/>

Have information for consideration in future editions of **NEWS DOWNTOWN?**

SUBMIT CONTENT

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