

FOR IMMEDIATE RELEASE**MEDIA ADVISORY****Discover Saskatoon Reveals the Critical Role of Event Tourism, and the Need for Futureproofing Our City's Entertainment Infrastructure**

Saskatoon, October 24, 2023 – Discover Saskatoon, SaskTel Centre, and Downtown Saskatoon have completed an insightful analysis underscoring the monumental impact of the event industry on our city's economy. This deep dive, exemplified by the recent Shania Twain concert, illuminates the potential magnitude of such events. However, while we rejoice 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.

Here's Why Every Saskatoon Resident Should Sit Up and Take Note:

1. Economic Vibrancy at Stake: The Shania Twain event alone brought in a remarkable gross economic activity of \$10.6 million for Saskatoon, with the broader province reaping benefits to the tune of \$13.2 million. But here's the catch: our venues are making significant concessions to ensure such events. Without strategic investment in advanced infrastructure, we risk losing these revenue streams and the vibrancy they bring to our city.

2. More Than Just Numbers – It's Our Community's Backbone: Each event is more than just an evening's entertainment; it's a lifeline that resonates deeply within Saskatoon. The 967 local jobs supported by this single event represent not just figures on a page, but real people: our sons and daughters, our neighbors, our friends. These are jobs that keep young talent in Saskatoon, drive economic stability, and reduce the burden on taxpayers. When we say these jobs are "maintained", we're emphasizing how pivotal events like these are in ensuring continued employment, prosperity, and growth for our community's heart and soul.

3. A Global Stage Requires a Worthy Venue: An impressive 60.5% of the total economic impact stemmed from out-of-town attendees. This reflects Saskatoon's burgeoning reputation as an entertainment powerhouse. But to maintain and grow this allure, our infrastructure needs to match global standards. We're not just competing locally; we're on a world stage.

Discover Saskatoon, SaskTel Centre, and Downtown Saskatoon want to drive home the message: To keep the momentum, to keep our city vibrant, and to keep drawing global audiences, investment isn't

just desired – it's imperative. The heart of our community's economic and social fabric depends on the choices we make today.

Opportunity for Media:

- A Story for Every Saskatoon Resident: Whether you're a small business owner, an avid concert-goer, or someone who cherishes a vibrant, cultural downtown, this narrative is for you. It's about more than just events; it's a vision of community growth, global attraction, and the transformative influence of arts and culture. Through city-building initiatives, we aim to drive density to the core, making Saskatoon not only more efficient and sustainable but also an affordable place where art, culture, and community intertwine to enrich every resident's life.
- Exclusive interviews with Steph Clovechok, CEO of Discover Saskatoon, Brent Penner, CEO Downtown Saskatoon and John Howden, CEO SaskTel Centre who are available to provide insights, detailed data, and discuss the potential path forward for Saskatoon's entertainment and economic landscape.

For media inquiries, interviews, or additional data, please contact:

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About Discover Saskatoon

Discover Saskatoon is the official Destination Management Organization (DMO) representing Saskatoon and the region. It works in collaboration with the Saskatoon region's tourism sector and industry partners to promote and enhance Saskatoon as a destination experience on the global stage. It also encourages the growth of the region's visitor economy through the retention and development of attractions, major cultural events, and the incubation of new tourism experiences. Discover Saskatoon attracts visitors and residents to discover Saskatoon's leisure, business, sport, and cultural event experiences, which account for \$425 million of the regional economy. Working alongside the other industry sectors we help to ensure that the Saskatoon region is flourishing as a vibrant and diversified economy for businesses and investors, a strong destination for visitors to experience, and a destination of choice with a high quality of life and career opportunities for residents. For more information visit discoversaskatoon.com

About SaskTel Centre

SaskTel Centre is the premier entertainment venue in Saskatchewan. With a seating capacity of over 15,000, it is the go-to destination for sports events, concerts, and other live performances. SaskTel Centre is the home of the Saskatoon Blades of the Western Hockey League, Saskatchewan Rush of the National Lacrosse League, and Saskatchewan Rattlers of the Canadian Elite Basketball League. SaskTel Centre has been consistently recognized by Pollstar, the leading trade publication for the worldwide concert industry, in the Top 200 Arena Venues for Worldwide Ticket Sales. Click [here](#) for more information.

About Downtown Saskatoon

As the Business Improvement District (BID) for Downtown Saskatoon, we strive to support our Downtown business community by enhancing the experience of all who work, live, and visit. 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, since and still today, serving as the voice and advocate for the district. The work of Downtown Saskatoon is overseen by a board of district representatives. BID activities are financed by a 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.