

2023 Annual Report

Downtown Saskatoon
Business Improvement District



DTN
YXE
DOWNTOWN
SASKATOON

DTNYXE.CA

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PHOTO CREDITS + SOURCES LISTED ONLINE



Chris Beavis
Hotel Senator + 21st Street Brewery

Message from the Board Chair

On behalf of the Board of Directors, I am pleased to provide a brief overview of the accomplishments and ongoing efforts of Downtown Saskatoon. Throughout 2023, we remained committed to achieving our objectives to support our Downtown business community by enhancing the experience of all who work, live, and visit here. We did so through collaboration, strategic investments, and ensuring strong governance to the small team at Downtown Saskatoon.

As recovery continued from the pandemic, Downtown saw strong growth in the return

of business and leisure travel. We know the significant impact the visitor economy has on our district; When people are moving about the district, it benefits many businesses, from the small coffee shop to the large hotel, allowing those businesses to survive and grow.

2023 marked my last year as Board Chair and, while I will remain on the board in 2024, I want to extend my appreciation to our businesses and property owners, our supporters, my board colleagues, and staff for their commitment to making Downtown Saskatoon the great place it is.

Chris Beavis

2023 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
Gord Burgess: Caswells, The Store for Men
Blair Chapman: Saskatoon Business College
Tara Faris: Midtown Shopping Centre

Lyndon Laprairie: KPMG LLP
George McQuitty: Colliers International
Ashala Naidu: Naidu Legal
Sara Wheelwright: Trusted Marketing Services
Mark Wolff: myComply + Advance-Tek

Downtown Saskatoon Strategic Plan 2022 - 2025

Strong Community / Safe + Welcoming Streets / Advocacy / People are Priority

DEED Downtown Event & Entertainment District

The journey to creating a Downtown Event & Entertainment District has evolved into a vision for an active, exciting, and economically vibrant Downtown. City Council and Administration have accomplished work, decisions, and planning around the following: private partnership procurement, Technical Advisor selected, Vision Statement and Guiding Principles presented, review of revenue instruments, community engagement results, and Housing and Retail Demand in a Downtown Market Analysis. For reports and results on the Journey to the District, visit the City's webpage.

Downtown Saskatoon continues its support and advocacy of this impactful project, with huge potential for generational change. Centering our work around the economic impact of such a project, this year included an Economic Impact Analysis of the Downtown Event & Entertainment District, the economic impact of one Shania Twain concert, an informative presentation by Dr. Mark Rosentraub, and work leading up to the current campaign "Imagine It Here!" Find reports and results for 2023 and 2024 at dtnyxe.ca.



Brent Penner
Downtown Saskatoon

Message from the Executive Director

Thanks to a strong Board of Directors and dedicated staff, 2023 was again a positive year for Downtown Saskatoon.

In the public realm, our collection of public art is growing. We've added two large murals to welcome people into the district, decorated streetside infrastructure with colour, and year-round lights were installed along 21st Street. Online, we celebrated the renewal of our website, providing a more user-friendly navigation experience, and a more on-brand showcase of all the great things in our district.

2023 saw a return to more normal activity throughout the district. In addition to countless events held at our largest event venues and in our streets and parks, our small team worked on events and promotions ranging from TASTE Downtown, LOVE Downtown, Noon Tunes, and the Sidewalk Sale, to name but a few. The vibrancy and positivity events create is central to our vision of making the district known for offering exceptional prairie urban experiences.

Significant effort went into various economic studies related to the future Downtown Event and Entertainment District. The transformational impact of this project cannot be understated. We collaborated with the Chamber of Commerce undertaking research to demonstrate to the community how needed renewal at TCU Place and a new Event Centre would benefit our city, region, and province.

While we continue to work on issues of the day to day, I would be remiss to not highlight the amazing work of our small "administrative" team, our Clean Team and the Community Support Program. Our small staff provides services that do not always get the recognition they deserve; I assure you, without them, we would certainly notice the things that would not be taken care of.

Let's continue to work together and build a bright, prosperous future for all.

Brent Penner



DEED - Renderings Released Feb 8 2024



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 DTNYXE, 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.

MEDIA

STRAT PLAN
www.dtnyxe.ca/about-us

EVENT CALENDAR
www.dtnyxe.ca/events

NEWSLETTER
www.dtnyxe.ca/newsletter

DISTRIBUTED
7,000
POCKET GUIDES

3,000
MAPS

10,300
FOLLOWERS

5,900
FOLLOWERS

3,900
FOLLOWERS

26
Newsletters
to 1,732 email
addresses

CLEAN TEAM

Our Clean Team keeps our streets safe + welcoming. We service Monday through Sunday, with 7 full time staff, and 2 summer students.



420 flower pots watered

7,760 graffiti tags removed

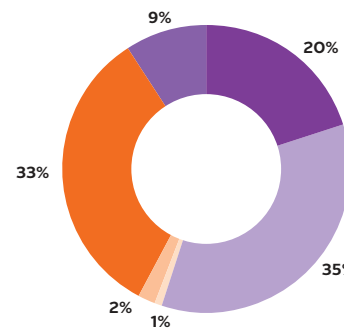
839 hrs snow clearing

30,662 lbs (1,733 bags) leaves removed

151,290 lbs (6,052 bags) garbage collected

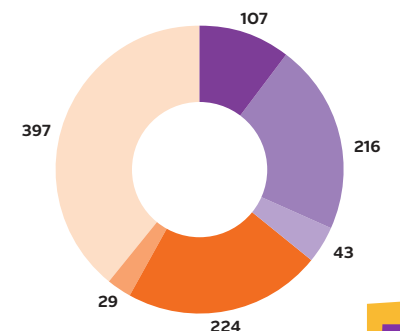
2,354 needles picked up

2023 EXPENSES



CLEAN TEAM 20%
ADMINISTRATION 35%
BOARD + COMMITTEES 1%
SPECIAL EVENTS SPONSORSHIP 2%
COMMUNITY SUPPORT PROGRAM 33%
MARKETING, RESEARCH + EDUCATION 9%

BUSINESS TYPES



EAT 107
SHOP 216
ART + PLAY 43
HEALTH + BEAUTY 224
STAY + MEET 29 (1830 HOTEL ROOMS)
SERVICES + ORGANIZATIONS 397

51
New
Businesses
Welcomed

COMMUNITY SUPPORT PROGRAM

3,343 RESPONSE TO CALLS; 74% PHONED IN BY BUSINESSES OR PUBLIC; 79% INDIVIDUALS SUCCESSFULLY SUPPORTED; 5,810 BUSINESSES VISITED WHILE ON PATROL *WITHIN DOWNTOWN, BROADWAY + RIVERSDALE BIDS



Projects Under Construction and Planned:
\$8.3M renovations + tenant improvements

Office Vacancy Rate: 19.2% in the 4th quarter

Live Downtown: 3,490 residents in 1,735* households *2021 data



Annual Average Daily Vehicular Traffic: 44,500 Sid Buckwold Bridge; 43,100 25th St E; 8,900 Spadina Cr in and out of Downtown *2022 data



Pedestrian Traffic: 779,239 pedestrians at 1st Ave S + 21st St E (11.7% increase over 2022)

E-Scooters: City's seasonal e-scooter 2-year pilot project launched with 500 e-scooters

RIDE Downtown: 18 bikes in 9 hotels; 576 free rides by hotel guests



Punch Buggy Express: 2 Downtown stops; 111 rides for 833 passengers

Surviving Construction: 7 blocks water main replacement/installation; 7 blocks water main maintenance; 24 blocks concrete sidewalks + road resurfacing

EVENTS + ANIMATION

THE DOWNTOWN DISTRICT IS HOST TO 85 OUTDOOR EVENTS + FESTIVALS, AND 1,000'S MORE INDOORS!



TASTE DOWNTOWN

Inaugural food event celebrating the flavour + innovation of our Downtown Saskatoon restaurant industry. 13 restaurants participated.



HELLO NEIGHBOUR

14 DTNYXE neighbours profiled on social channels.



REDBALL PROJECT

This sculptural installation explores international cities' unique architectural landscape and history, squeezing between buildings, hoisted above bridges, and punctuating overlooked possibilities. Saskatoon was RedBall's 38th city visit.



MOVIE IN THE GARDENS

Thanks Delta Bessborough + Saskatoon Audio Visual for helping us inaugurally host 467 movie goers to get cozy under the stars.



NOON TUNES

Thanks TrioVest/Hopewell, the Music Performance Trust Fund + the Saskatoon Musicians' Association for helping us host 14 shows + 1531 attendees.



NESS + JACOBSON DOWNTOWN MURALS

Entering from the Sid Buckwold Bridge, the district is now welcoming with vivid colour.



DOWNTOWN SIDEWALK SALE

Hosted 32 Downtown Businesses, 76 vendors total.



WALKING TOURS

5 self-guided walking tours of the district posted online.



LEGENDS DOWNTOWN

Dr. Karim Nasser appreciating his recent honour and plaque.



GLOBAL ROOTS CANADA CONNECTS SEASONS MURAL MOSAIC

2,000 international artists painted a tile each, 59 from Saskatoon. This project spans 5 Canadian locations, Downtown Saskatoon being host to the Summer Mosaic in K.W. Nasser Plaza.



POETRY DOWNTOWN

Inspired by a call from the Parliamentary Poet Laureate of Canada, 10 local poets wrote in the theme of Kindness – acts of, displayed on 3rd Ave, and read to 40 tour attendees.