



NEWS DOWNTOWN | DECEMBER 5, 2024

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DOWNTOWN HAPPENINGS

MIDTOWN PROJECTS INCREASES FOR 2025

Saskatchewan's largest shopping mall is projecting an increase in sales this year, and more stores opening in 2025. **Midtown** in Saskatoon says it's projecting sales to reach \$191 million by the end of December, **an increase of \$5 million from 2023.**

Opening in early 2025 are JD Sports, Mobile Q, and Gong Cha.

CTV REPORTS

Broken link? Sorry about that - copy this into your browser: <https://saskatoon.ctvnews.ca/saskatoon-s-midtown-projects-sales-increase-more-stores-to-open-in-2025-1.7130700>



MUSTARD SEED CEO SPEAKS ON WHATS TO COME

In September, city council approved **210 Pacific Avenue** — the former Saskatchewan Transportation Company parcel service depot in Downtown Saskatoon, as the location for a temporary **30- to 40-bed enhanced emergency residential shelter to be operated by The Mustard Seed.**

STARPHOENIX REPORTS

Broken link? Sorry about that - copy this into your browser: <https://thestarphenix.com/news/mustard-seed-ceo-delves-into-shelter-services-coming-to-saskatoon>



DOWNTOWN CENTRAL LIBRARY

The **Saskatoon Public Library** recently released a project update with the new plan and renderings for the four-level library being built on Second Avenue between 24th Street and 25th Street. The redesign includes structural and cosmetic changes, and shrinks the library by roughly 1,000 square metres to about 11,600 square metres.

The new library is expected to open in the summer 2027 and has renegotiated the sales agreement for the Frances Morrison Library to keep operating until spring 2027. A future release is also expected in 2025 once all construction tenders are awarded. To date, 60 per cent of construction tendering is done, with all coming in at or below budget.

[MORE INFO + RENDERINGS](#)

Broken link? Sorry about that - copy this into your browser: <https://saskatooncentrallibrary.ca/design-construction-update/>



JINGEL BELL EXPRESS

Starting December 1, **Saskatoon Transit's Jingle Bell Express (Route 1225)** is back, offering a festive and convenient way to travel between shopping malls during the holiday season.

Route 1225 will run on weekends in December, with free fares on Boxing Day, December 26. Buses will connect holiday shoppers and commuters to Saskatoon's five malls.

Route Information:

Saturdays and Sundays: 10:30 a.m. – 5:30 p.m.

Excluding December 28 and 29

December 26: 10:30 a.m. – 5:30 p.m.

[MORE INFO](#)

Broken link? Sorry about that - copy this into your browser: <https://transit.saskatoon.ca/JingleBell>



ROCK THE RIVER UNVEILS LINEUP AND DATES FOR 2025

Rock the River will take over the **Bessborough Gardens in Saskatoon from August 15-17**, with big acts every night. The official lineup features the former singers from both Boston and Journey.

[CKOM REPORTS](#)

Broken link? Sorry about that - copy this into your browser: <https://www.ckom.com/2024/12/02/rock-the-river-unveils-2025-lineup-festival-runs-aug-15-17/>



CALLS, OPPORTUNITIES + UPDATES

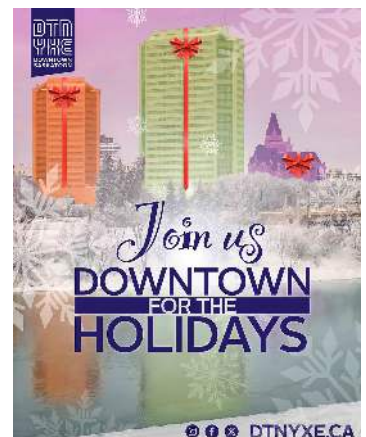
DOWNTOWN FOR THE HOLIDAYS

We are looking to draw everyone we can **Downtown for the Holidays** this upcoming season. This is why **we are looking for all of your holiday-themed promotions, specials, and sales to share, promote, and list.** You can see our growing list which we will be promoting [HERE](#).

We will also be bringing back our annual **\$500 Downtown Gift Card Giveaway** this year. We will be giving three winners \$500 in Downtown gift cards of their choosing. We will be distributing tent cards soon with all of the applicable information, and our website will also host all of the details and submission portal.

[DOWNTOWN FOR THE HOLIDAYS](#)

Broken link? Sorry about that - copy this into your browser: <https://dtnyx.ca/holiday-downtown/>



ONLINE SUPPORT AND AMPLIFICATION

We want to know about your Sales, Promotions, Events, Anniversaries, Awards, Openings, New Product Launches, New Services, New Menus and more, as we love to celebrate alongside our business members and strive to uplift our community whenever possible.

Your exciting developments enable us to keep the wider Saskatoon community informed and engaged with Downtown Saskatoon.

SOCIAL MEDIA SUPPORT INFO

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



EVENTS

NIGHTMARE BEFORE CHRISTMAS MARKET

Get ready for a magical evening at our "Nightmare Before Christmas" Market on December 15th from 12pm to 8pm!

Join everyone at **TCU Place**, as it transforms into a spooky whimsical wonderland featuring over 40 local vendors showcasing unique crafts and goodies, perfect for the Xmas Season!

EVENT INFO

Broken link? Sorry about that - copy this into your browser: <https://dtnyxe.ca/event/nightmare-before-christmas-market/>



NOON FESTIVAL OF CAROLS

For over five decades, **TCU Place** has partnered with children's choirs from across Saskatoon to offer the **Noon Festival of Carols**, a free-to-attend winter festival celebrating the joy and warmth of the holiday season. No tickets are required. On December 2-6 from noon until 1:00pm

EVENT INFO

Broken link? Sorry about that - copy this into your browser: <https://dtnyxe.ca/event/noon-festival-of-carols/>





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?

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