

WELCOME

About the Downtown Saskatoon
Business Improvement District

DTN
YXE
DOWNTOWN
SASKATOON



From its vibrant streets to river’s edge, Downtown Saskatoon is open and inviting, offering an upscale urban experience in the heart of Saskatchewan.

Downtown Saskatoon	2
Meet Our Team	4
Who to Call	6
Facade + Security Grant	7
Parking + Getting Around	8
Get Noticed DTNYXE	10

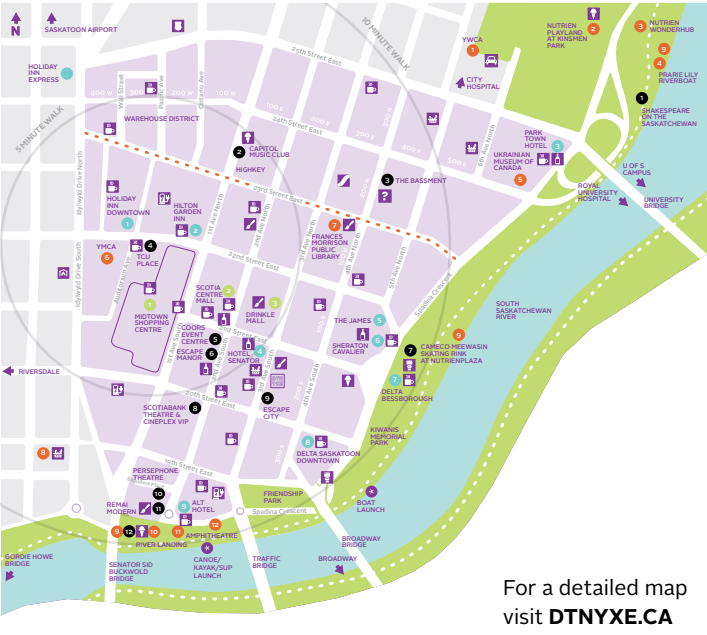
Downtown Saskatoon strives to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon. We create, promote, and program Downtown experiences that attract Saskatoon residents and visitors from across the province, country, and world.

We are the Business Improvement District (BID) responsible for **Downtown Saskatoon**. The BID serves as the voice and advocate for the district, giving 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. Our services aim to enhance the services already provided by the City of Saskatoon, not replace them.

Downtown Saskatoon was originally established in 1986, then known as the Partnership. Authorized under Section 25 & 26 of *The Cities Act* and City of Saskatoon Bylaw No 9845, BID activities are financed by a special levy collected from commercial property owners located in the defined boundaries of the Downtown district.

The work of Downtown Saskatoon, known online as DTNYXE, is overseen by a board of district representatives, and operates as a not-for-profit organization.

Our district has a northern boundary of 25th Street, eastern and southern boundaries of the South Saskatchewan River and Idylwyld Drive on the west.



For a detailed map visit [DTNYXE.CA](https://www.dtnyx.ca)



BE DOWNTOWN

Downtown Saskatoon has an urban, upscale and vibrant personality that is shaped through the collective of its businesses. These shops, restaurants and other establishments form the look and vibe of the district and feed the overall success of our city.

- OPEN** room to breathe, room to move, bright, street-to-sky sight lines
- INVITING** welcoming, personable, inclusive
- UPSCALE** sophisticated, higher end, stylish, elevated
- VIBRANT** lively, bustling, buzzing, active, filled with hot spots, animated
- URBAN** pedestrian-welcome, contemporary, busy, edgy
- COLOURFUL** eclectic, interesting, diverse, seasonal

A strong and vibrant Downtown is key to creating a strong framework for the City of Saskatoon. Here's what sets Downtown apart from other areas of the city:

- Elite entertainment cluster** – fine, performing and visual arts, Remai Modern, Persephone Theatre, Saskatoon Symphony, Shakespeare on the Saskatchewan, destination movie theatre with VIP offering
- Direct access to the dynamic side of the riverbank** – rink, trails, urban forest, parkland
- Eclectic mix** of local retail and restaurant offerings, as well as national retailers
- Home to many of the city's **popular festivals**
- Full package experiences**
 - catch an outdoor show, stroll by the river, and enjoy an ice cream cone with a cherry on top
 - convention attendance, shopping on a break, and a walk back to your hotel
 - a drink after work, next door for dinner and a movie in a VIP theatre seat

Downtown Saskatoon offers a sense of place you can't find elsewhere in Saskatoon. Where else would you find a hotel built like a castle in 1935, a brand new modern art gallery, multi-generational family businesses across the street from national retailers, a gorgeous river, a Ukrainian museum, Indigenous art, street murals, convention center and performing arts venue all within just a few blocks?

Only in Downtown Saskatoon.

STRATEGIC PRIORITIES



- Strong Community**
- Continue to communicate and market DTNYXE 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 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

MEET OUR TEAM

Meet our small team who works to create and support a healthy and diverse Downtown Saskatoon by being leaders in programs and services in the areas of advocacy, marketing, cleanliness, beautification, and safety.

Some of What We Do

- **Advocacy** on a variety of Downtown issues ranging from safety and transit, to Entertainment District and overall development.
- **Planning + development services** geared towards attracting, retaining, and expanding investment in business, residential development, and public amenities.
- **Marketing + communications** for the overall district, including highlights and promotion of Downtown business members.
- Our **Clean Team** contributes to the beautification of the district through a sidewalk, alley and street-level cleaning program. Seasonal work includes flowerpot maintenance, sidewalk pressure washing, graffiti removal, and snow removal from public sidewalks and pedestrian walkways. As our eyes + ears on the streets, this team regularly interacts with public as ambassadors of the area, reports infrastructure issues directly to the City of Saskatoon, and safety concerns to the Fire Community Support Program and Saskatoon Police Service.
- Animation of the district attracting people to **BE DOWNTOWN**. Involves signature events, as well as sponsorship and facilitation for the district to work with festival and event organizers using Downtown as their venue. There are over 50 Downtown events from Saskatchewan Jazz Festival and Nuit Blanche, to our very own annual Downtown Sidewalk Sale and **LEGENDS DOWNTOWN**, to name a few.



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Board of Directors

Our Board Members are individuals who have an understanding and passion for what Downtown districts mean to a city. They either own property or represent a business operating within the BID boundaries. Collectively, they have a desire to ensure that Downtown Saskatoon remains vibrant and inviting.

For a current listing: [DTNYXE.CA/BOARD-OF-DIRECTORS](https://dtnyxe.ca/board-of-directors)

Our Clean Team:

- Waters 420 flower pots in the summer,
 - Operates a sidewalk snow sweeper to help businesses with their snow removal responsibilities,
 - Removes countless pieces of graffiti,
 - Removes approximately 82,000 pounds of garbage from public sidewalks annually,
 - Picks up thousands of cigarette butts,
 - Keeps poster directories neat, tidy and up-to-date.
- Operating hours are 7 a.m. to 3 p.m. daily.



WHO TO CALL

Property Maintenance

(unsafe structures, discarded furniture, graffiti)

Saskatoon Fire & Protective Services
306.975.2828 – 24 HOURS

Damaged/Malfunctioning Parking Equipment

City of Saskatoon
306.975.2400

Parking Enforcement

City of Saskatoon
306.975.8344 – 24 HOURS

Roads, Water, Sewer & Sidewalks

City of Saskatoon
306.975.2476 – 24 HOURS

Street + Traffic Light Problems

City of Saskatoon
306.975.2981 – 24 HOURS

Power Outages

Saskatoon Light & Power
306.975.2621 – 24 HOURS

Emergency

Police, Fire, or Ambulance
9-1-1 – 24 HOURS

Police Non-Emergency Call (report non-criminal behaviour)

Saskatoon Police Service
+ Alternative Response Officers
306.975.8300 – 24 HOURS

Fire Community Support Team (minor disturbances, encampments, needle pick up)

306.382.6935

Fire Department Non-Emergency Call (fuel spill, natural gas)

306.975.3030 – 24 HOURS

Downtown Saskatoon Clean Team (sidewalk maintenance, garbage)

www.dtnyx.ca/about/contact-us
or call 306.664.0711

For more resources, visit our website:
WWW.DTNYXE.CA



DOWNTOWN SASKATOON

FACADE & SECURITY GRANT

The **Facade and Security Grant** provides funding to business and property owners to improve retail and building frontages, or to implement security enhancements on the premises.

Eligible businesses can receive up to a 50% reimbursement to a maximum of \$1,000 to complete exterior improvements such as building facades, signage, murals, architectural features, siding, lighting, awnings, security cameras, or related security improvements.

The goal of the program is to provide an incentive to business and property owners to improve the look and feel of their business frontage. Vibrant commercial districts have the potential to attract new customers, clients, visitors, and investors.

Apply Online



PARKING + GETTING AROUND

Parking Facts

Downtown Saskatoon hosts over

14,000 parking spaces

- About half of these parking spaces are public
- 20 are equipped to charge electric vehicles at Midtown + River Landing
- Approximately 2,000 are on-street parking spaces
- Midtown has 1,875 parking spaces

All on-street parking is **free between 6 p.m. and 9 a.m.** Monday to Saturday, all day Sunday and statutory holidays observed by the City of Saskatoon.

The current public parking rate is **\$2.50 per hour**. You do not have to use the parking station closest to your vehicle. Find the station that is most convenient to you.

You can **move your vehicle** from one City of Saskatoon pay parking space to another, without having to pay again. Your paid parking session will remain valid until it expires. Remember to move your vehicle within the prescribed time limit for each space. Almost all Downtown on-street parking spaces have a 3-hour time limit.

ParkedIn is a phone app that allows drivers to **pay for parking from a smartphone. Use of app charges an additional \$0.15 convenience fee per transaction.** The app contains a variety of features that allow drivers to save multiple license plate numbers, print receipts, view current parking sessions, and top up time. Available for download on both iOS (App Store) and Android (Google Play) devices, it makes parking payments easy.

Downtown Saskatoon has several surface parking lots provided by Precise Parklink and Impark, available for hourly, daily, or monthly parking.

Common Parking Myths

MYTH

I have an early morning meeting so can't pay for parking at 9 a.m.

REALITY

Pay stations accept payments as early as 7 a.m. Payments made before 9 a.m. will be held until 9 a.m. You can also use the **ParkedIn** app.

MYTH

Parking in Downtown Saskatoon is way too costly.

REALITY

Parking in Downtown Saskatoon is on par with other similarly sized cities.

MYTH

I can't park close to the store I want to visit.

REALITY

With parking on most streets and in various surface lots or parkades, you are actually much closer than you may realize. Walking across Downtown can be shorter than across a big box parking lot. Plan ahead and window shop along the way.

MYTH

Parking commissionaires watch my car and wait for the time to expire so they can issue a ticket.

REALITY

Parking enforcement staff would much rather you pay for the time you require, then move your vehicle before a ticketing opportunity exists.

Active Transportation

Travel on foot or by bike to your destination. Downtown Saskatoon has hundreds of bike racks available to cyclists. Get some exercise, fresh air, and an opportunity to say hello to someone you know!

Saskatoon Transit

Buses run from approximately 6 a.m. until midnight on weekdays and Saturdays, and approximately 9 a.m. to 9 p.m. on Sunday and statutory holidays. Downtown Saskatoon has approximately 40 bus stops and 28 bus routes to get you where you need to go.

For more information, go to transit.saskatoon.ca call 306.975.3100 or visit Customer Service at 226 23rd St E.



GET NOTICED DTNYXE

Our mission is to support our Downtown business community by enhancing the experience of all who work, live and visit Downtown Saskatoon. Our priority is for a strong business community by attracting people to our district and showcase our diverse and remarkable businesses. You can help and participate in various ways.

Affix the included **window cling** to your business window to show your membership and support. **mention Downtown Saskatoon as your location** in your own advertising to attract your audience to our district as a whole.

We are dedicated to utilizing our **social media** platforms to showcase everything happening in our district by employing various features, programs and strategic campaigns. 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. Check out our **online features** we utilize to promote our business community and their events.

DTNYXE.CA/SOCIAL-MEDIA-SUPPORT





PHOTO CREDITS:
Discover Saskatoon,
Hopewell + DTNYXE

Thanks kindly for capturing
Downtown Saskatoon as we love it!





 DTNYXE.CA



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