

April 20, 2022

To His Worship the Mayor and Members of City Council  
222 – 3<sup>rd</sup> Avenue North  
Saskatoon, SK  
S7K 0J5

Re: Letter of Appreciation for World Juniors bid support

Mayor Clark and Members of Council,

Often you hear from the NSBA regarding recommendations or requests for you to do or act upon something that you are presently working on, or about to be dealing with. Or conversely, to not do or act upon something that we think may have harmful consequences. This time, you are hearing from us for some recent actions that you undertook in an expedient, proactive and admirable way.

We wish to commend you, as well as congratulate and thank you, for your recent decision to provide support, both financially and moral support, for Saskatchewan's bid to host the 2023 World Junior Hockey Championships. This is a very commendable and worthwhile tourist attraction to pursue, which could bring tens of millions of dollars into Saskatoon and Saskatchewan. As you know, it would give our hospitality and tourism industry a much-needed burst of energy, and more importantly revenue, at a time when it could really use it.

Over and above that though, your decision and action are commendable because they are very entrepreneurial in nature. As is often the case in business, you had little time to make the decision. In doing so, you've put money at risk, albeit in a measured and calculated way, with no guarantee of success. But the rewards it would bring would be well worth the investment and capital you put into play. This is entrepreneurship at its very core, and we appreciate your decision to act in this way.

Thank you for your leadership on this important initiative. It's encouraging to see that you can behave, and furthermore act, in such a proficient and entrepreneurial way.

We also know that administration and members of the SaskTel Centre, TCU Place and Tourism Saskatoon staff were also very involved. We therefore would like to say 'well done' to everyone who contributed to the completion of this bid.

Sincerely,



Keith Moen  
Executive Director