

November 21, 2023

His Worship and City Councillors
222 3rd Ave. N.
Saskatoon, SK S7K 0J5

Dear His Worship and City Councillors,

Re: Letter of Support for Meewasin

I am writing on behalf of the NSBA – Saskatoon’s Business Association, a member service organization that serves, promotes and protects business. It is with great conviction that we offer our wholehearted support for the Meewasin Valley Authority, an institution that has played a crucial role in the development and enhancement of our region's natural and outdoor recreation assets.

Meewasin's commitment to preserving the South Saskatchewan River valley is not only a testament to their dedication to environmental stewardship but also a key driver of economic development in our area. The Meewasin Valley provides an exceptional natural backdrop for businesses and entrepreneurs, making our region an attractive destination for residents and visitors alike. Its well-maintained riverbanks, trails, and green spaces contribute to the high quality of life that draws people to our community and supports local commerce.

By promoting local history, heritage, and cultural activities, they create a vibrant and dynamic atmosphere that attracts tourists and bolsters the local economy. As costs for all operations increase a freeze is a significant detriment and will have negative effects for their organization and many partners for years to come. Further, the funds the city continues to allocate to support for trail infrastructure is invaluable to a meaningful corridor for active transportation, valley dependent business and quality of life for over 2 million visits per year.

Instrumental leadership by Meewasin to protect and enhance this unique urban wilderness are integral in supporting tourism, recreation, and the overall economic vitality of our region. We believe that their mission aligns seamlessly with the interests of the business community, and we are committed to working collaboratively to ensure the ongoing success of this cherished organization and showcasing the sustainable city planning in the Saskatoon region.

Meewasin’s work in sustainable development, environmental stewardship and education is imperative. We ask that the City continue to prioritize working with Meewasin in all sustainability areas with a focus on efficiency, avoiding redundancy and ensuring cost effectiveness. We also ask that CPI for 2024 & 2025 be reinstated for Meewasin, with no further impacts to their other grants and funds received from the City. Meewasin substantially leverages its funding from its funding partners, for the best impact to an amenity that is meaningful to all.

In conclusion, we strongly support Meewasin and recognize the vital role they play in the well-being and economic prosperity of our region. We look forward to continued partnership and cooperation in achieving our shared goals.

Sincerely,



Keith Moen
Executive Director