



## RDBID believes data supports downtown catalyst projects

*BY JUDITH VERESUK  
Executive Director  
Regina Downtown Business Improvement District*

More people spending more time and money downtown is good for Regina.

That is why I am encouraging the City of Regina to locate the central library branch and multi-purpose event centre downtown. Both projects were among the five proposed recreation and cultural-based facilities reviewed by the Catalyst Committee established by Regina's city council last year.

A central library branch and multi-purpose event centre will be destinations for thousands of people in our city and province because they will host events and services that people desire. We know from other Canadian cities that people visiting them will stop in at other locations in the vicinity of them.

In the last 15 years, 25 event centres have been built in Canadian cities. The event centre sites that are most relevant and comparable to Regina include Abbotsford, London, Ont., Victoria and Moncton. They all built downtown. In that time, cities that have invested in their central library branches downtown include Halifax, Calgary, Vancouver, Edmonton and Kitchener, Ont.



The CEO of the Calgary Public Library, Sarah Meilleur, encourages other Canadian cities to recognize how a downtown library branch can revitalize their downtowns and their entire community.

Saskatoon heard that message and recognized what these other cities have experienced. It is building a downtown library branch expected to open in 2026 and announced a downtown location for its to-be-constructed event centre.

During its process, KPMG developed a business case regarding the Saskatoon library project. It states that increased visitor traffic to libraries results in increased spending at nearby shops and restaurants.

Calgary is experiencing exactly that. Its downtown library branch opened in 2018.

"Families make it a part of their weekends because there's great coffee restaurants, playgrounds and yet the real draw really is the library," said Meilleur during a panel discussion at a Canadian Urban Institute event.

Event centres have the same effect. London, Ont. saw the amount spent on restaurants, accommodations and entertainment grow after building an event centre downtown -- a per year spending increase of \$12.7 million. Its downtown core added 150 new businesses after announcing and building Budweiser Gardens in 2002.

Tens of thousands of people in Regina are drawn downtown by their jobs. During the daytime hours on weekdays, there are around 35,000 people working in downtown Regina.

Imagine that kind of activity during evenings and weekends, drawn by events and services at the downtown library branch and multi-purpose event centre. People would be spilling out of them to the many restaurants, retail shops, hotels and more in the 55-block area that is downtown Regina.

That activity downtown has many benefits for Regina. More people downtown for more hours of the day brings a greater sense of security. Plus, the needs of the community are met by many different groups in the city. The library is a part of that network and a downtown location supports the library's ability to contribute to meeting community needs.

More people spending more money downtown – where about one-quarter of Regina's businesses and 40 per cent of the city's largest businesses are located – strengthens the city's business community.

While many will visit downtown because of these facilities, others will find their new home there because they recognize a lifestyle they desire. All this activity inspires confidence in our city which leads to the amount of investment and development in our city increasing. We know from the experience and analysis of other Canadian cities that these types of facilities belong downtown.

That is where they can best stimulate economic growth and social development in Regina. For more examples of how Canadian cities have benefited from locating multi-purpose event centres and central library branches downtown, I encourage you to visit RDBID's [website](#).

A city's strength and growth depend on the appeal and economic activity of its downtown. Future generations will thank us for getting this right.

## UPCOMING REGINA CHAMBER EVENTS

**FRIDAY, JANUARY 20**  
**THE 137TH CHAIR'S BLACK & WHITE**  
**INAUGURATION DINNER**  
DoubleTree by Hilton  
Reception: 6 p.m.  
Dinner & Program: 7 p.m.

SaskTel  
Presents  
The 137th Chair's  
Black & White  
Inauguration Dinner  
January 20, 2023  
DoubleTree by Hilton  
Reception: 6:00 pm  
Dinner & Program: 7:00 pm  
Incoming Chair  
Jason Düttmann  
MicroAge Regina  
REGINA & DISTRICT  
CHAMBER OF COMMERCE  
AND ECONOMIC DEVELOPMENT

**FRIDAY, JANUARY 27**  
**"CITY BUILDING"**  
**LUNCHEON SERIES**  
Keynote Speaker: Tom Tompkins  
International Downtown Association

The Hotel Saskatchewan  
Registration: 11:30 a.m.  
Lunch: 12 noon  
Presentation: 12:20 p.m  
Q&A to follow

## "CITY BUILDING"

Luncheon Series

Fri., Jan. 27

Hotel Saskatchewan



**SATURDAY, FEBRUARY 4**  
**FROST CHILI COOK OFF**  
Hall C, International Trade Centre  
3 p.m. -- 4:30 p.m.



**THURSDAY, APRIL 6**  
**23RD ANNUAL PARAGON AWARDS**  
Celebrating and honouring the achievements  
of the Regina Business Community  
Delta Regina  
Reception: 6 p.m.  
Dinner & Awards to follow

If you know of deserving business, nominations  
can be made by calling 306-757-4648 or  
emailing [jtonita@reginachamber.com](mailto:jtonita@reginachamber.com)

**Nutrien**  
Feeding the Future™  
Presents ...



For more information or to register for these outstanding Chamber event click [HERE](#)

**"We acknowledge, with respect and truth, that we work and support the business community  
in Treaty 4 Territory and the traditional lands of the nêhiyawak (Cree), Anihšīnāpēk  
(Saulteaux), Dakota, Lakota, Nakoda, and on the homeland of the Métis Nation."**

**RESEARCH**  
THAT HAS  
**IMPACT**  
SERIES

Research is central to what we do at the **Hill and Levene Schools of Business**  
- [click here](#) to see highlights of recent projects!

**THEORETICAL CAN BECOME PRACTICAL  
IN SOCIAL MARKETING CAMPAIGNS**



**Hill | Levene**  
SCHOOLS OF BUSINESS

[www.uregina.ca/business](http://www.uregina.ca/business)

## Fireside Chat with Minister Eyre set for Feb. 1

The Saskatchewan Chamber of Commerce, in  
partnership with the Regina & District  
Chamber of Commerce, will host a Fireside

Chat with Minister Bronwyn Eyre on Wed., Feb. 1.

Minister Eyre will share insight on the Saskatchewan First Act, which was introduced on Nov. 1, 2022. The Act is intended to confirm Saskatchewan's autonomy and exclusive jurisdiction over its natural resources.

Currently the Minister of Justice and Attorney General, Minister Eyre has been the MLA for Saskatoon Stonebridge-Dakota since 2016.

The event will be held at the DoubleTree Hotel by Hilton, beginning at 11:30 a.m. with a buffet lunch and networking. Minister Eyre will have a presentation at 12 noon with the fireside chat beginning at 12:10 p.m. A question and answer session will follow with the event concluding at 1:30 p.m.

For more information or to register for the event, click [HERE](#). Members of the Regina & District Chamber of Commerce can use the promo code **ReginaChamber** to receive member pricing for the event.

**REGINA & DISTRICT CHAMBER OF COMMERCE** | **SASKATCHEWAN CHAMBER OF COMMERCE**

## FIRESIDE CHAT WITH MINISTER EYRE

ON THE SASK FIRST ACT

Minister of Justice & Attorney General

Moose Jaw Room  
DOUBLETREE HOTEL & CONFERENCE CENTRE  
REGINA, SK

**FEB | 1 | 2023**

# PRAIRIE TRUSTED

## employee benefits



Click for a free **Chambers Plan** quote!



Regina & District Chamber of Commerce | 2145 Albert St., Regina, S4P 2V1 Canada

[Unsubscribe info@reginachamber.com](mailto:info@reginachamber.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [info@reginachamber.com](mailto:info@reginachamber.com) powered by



Try email marketing for free today!