

## TCU Place Booking Priorities

The TCU Place Booking Policy, approved by the TCU Place board in 2023 encourages a clear, multi-level purpose for the facility including both profitability and economic impact within the community, while strategically serving local businesses.

TCU Place is a multi-purpose convention and performing arts centre owned by the City of Saskatoon, governed by a City of Saskatoon-appointed Board of Directors. The facilities were developed with the primary objective of booking conferences, meetings, galas, and theatre shows that lead to financial viability and also generate significant economic benefits to the city of Saskatoon and province of Saskatchewan. The meetings and conventions business is an economic driver for our city and province – silently generating more than \$40 million in economic benefits each year from events hosted at TCU Place, welcoming +200,000 patrons and creating +230 FTE employees in the community.

### Did you Know?

- **Spending:** Visiting delegates boost spending in transportation, accommodation, retail, restaurants, entertainment, and attractions. Many attendees extend their stay with pre-and post-conference travel, injecting more spending into the city and province.
- **Conferences and events:** Bring new expertise and ideas to our city, providing an important platform for the exchange of knowledge and information across industry sectors including agriculture, energy, natural resources, mining, life sciences, finance, education, the arts, and much more
- **Length of Stay:** Delegates spend an average of 4.2 nights in Saskatchewan as a result of attending a conference or convention at TCU Place.
- **Number of Visitors:** TCU Place welcomes upwards of 100,000 people annually from across the province and across Canada.
- **New Visitors:** Our events attract visitors that may not otherwise travel to our city.
- **Repeat Visitors:** Recent surveys reveal that more than 70% of non-resident delegates have plans to return to Saskatchewan within the next two years.
- **Local Business Boost:** Events require a wide range of services and supplies, providing business for local companies and jobs for our community.
- **Events:** Upwards of 450 events are hosted at TCU place each year, including conventions, meetings and special events that bring attendees from across the province, Canada and internationally.

The following chart provides an overview of the booking and scheduling priorities:

		Economic Impact	
		Low	High
Profitability	High	<b>2<sup>nd</sup> Priority</b> Galas & Banquets >500 people > \$25,000 F&B  Single day theatre with > 1500 people, some out of town	<b>1<sup>st</sup> Priority</b> Multi-Day Conventions >500 people from out of city – with on site catering plus hotel stays  Multi-day theatre event with >1500 people per day / some out of town
	Medium	<b>3<sup>rd</sup> Priority</b> Day Meetings, Local consumer shows, other smaller social events (<500 people)  Single or Multi-Day Local Theatre Events with <1500 people	
	Low	<b>4<sup>th</sup> Priority - With Discretion &amp; CEO Approval</b> Purpose Driven / Community Development Events – Local audience. May be break even or below with approval	

### Scheduling Priorities

**First Priority:** is given for scheduling facilities and dates to events that maximize both profitability and economic impact. This is specifically conventions, corporate meetings, and other group activities which are regional, provincial, national or international in nature, not typically open to the general public, have at least 500 delegates, and may have a significant impact on the hotel tax generated leading to higher economic impact. Established events held at TCU Place on an annual basis utilizing 2 or more primary areas of the building (ie Salon and Centennial Hall) for a minimum of 3 days qualify for First Priority status. Also included in first priority booking would be multi-day theatre events expected to draw close to full houses for each show and draw visitors from outside of Saskatoon. In addition, certain special events may be deemed appropriate to the overall objectives of TCU Place and may be offered equal scheduling priority at the discretion at the Director or higher level.

*Date requests for first priority events may be made as far in advance as necessary or appropriate, in the sole opinion of TCU Place, and may supersede requests for other lower priority events, unless a License Agreement has been previously executed by TCU Place and the user for such an event.*

**Second Priority:** is for scheduling the facilities and dates to events that maximize profitability and generate local spend but not necessarily incremental spend from outside of the area. These events are typically galas or banquets with greater than 500 people, with a Food and Beverage spend of greater than \$25,000. These events are also typically higher profile in the community, and it is recognized that while there is less incremental spend from outside of Saskatoon, there is significant impact from within the community. Also included in the second

priority booking would be single-day theatre events with expected audiences of greater than 1500, while drawing some visitors from out of town.

*Date requests for Second Priority Events may be made as far in advance as necessary or appropriate in the sole opinion of TCU Place. Second Priority Events may not supersede requests for First Priority Events, nor can they challenge First Priority Events as a second option.*

**Third Priority:** is for single day local consumer shows, seminars, meetings and smaller banquet functions of fewer than 500 expected attendees, as well as single day theatre shows with expected attendance of fewer than 1,500 guests. These events generate few if any hotel rooms and generate less revenue for TCU Place than first or second priority events. These events utilize available TCU Place space remaining from previously booked events, or are held during low TCU Place demand times, or in periods with conflicting hotel room demand such as other "hotel intensive" conventions or city-wide special events. Within the Third Priority category, preference will be given to long-standing events or shows held on an annual basis in Saskatoon that have a proven track record of success and benefit the community at large.

*Third Priority Events may not be confirmed more than twelve (12) months in advance. Third Priority Events may not supersede requests for First or Second Priority Events, nor can they challenge First or Second Priority Events as a second option. In order to maximize the usage of the venue, events accommodating less than 200 persons may reserve dates within a six (6) months window, or less.*

**4<sup>th</sup> Priority/with Discretion:** TCU Place at its sole discretion may choose to participate in purpose driven events, that benefit the community economically, socially, or culturally. These events may include fundraisers and Press Conferences. The intention of these events is to cover costs where warranted, while serving the community at large. TCU Place may sponsor these events or offer concessions to the client to offset the cost of their event. These events will only be booked with CEO or CEO Designate approval and should, where possible be booked during low TCU Place demand times. To maximize the usage of the venue, events in this category may reserve dates within a six (6) months window, or less.

In addition, tradeshow and events that do not have food and beverage can be confirmed in peak periods no earlier than 3 months prior and must be approved by the Manager of Sales. All bookings in the Grand Salon require a minimum food and beverage spend of \$12,000 in peak periods and may be subject to additional fees.

## **Outcomes**

We are confident these thresholds and minimums will help to ensure that TCU Place can meet its mandate and multi-level purpose in the community, as defined above. If you have any questions we can help answer, please reach out to the appropriate representative on our team.