



# 2010 REPORT TO CITIZENS

## Message to Our Citizens

On behalf of the Administration, I am pleased to present the City of Saskatoon's 2010 Report to Citizens.

As a City, we can be proud of the impressive list of accomplishments realized in 2010. Faced with phenomenal growth, we have worked diligently to maintain our 1,307 kilometres of roadway, start building a long-awaited new bridge, and upgrade our water and sewer systems. We have carefully planned new neighbourhoods coming on stream over the next few years, and continued to offer citizens recreational opportunities that enhance the quality of life in Saskatoon.

In 2010, the City of Saskatoon was a force for growth in Canada, with a robust economy that led nationally on many fronts. Our city grew by 5,500 people to reach a total population of 224,300.

With stimulus funding from our federal and provincial partners, the City of Saskatoon made remarkable strides against the growing infrastructure demands we now face. In fact, our 2010 Capital Budget provided a record investment of \$326.5 million in various

infrastructure projects aimed at improving our mobility, protecting our environment, and enhancing the quality of life for our citizens.

We also took a new step to ensure we are in line with the vision of citizens. In May 2010, we started to engage our citizens in Saskatoon Speaks - a community visioning exercise that will enable us to capture the ideas our citizens have for Saskatoon's long-term future. This process has enlightened us as we continue our strategic planning and focus our investment decisions over the next 50 years.

As we look back on a year of transformation, I am proud of the progress we have made as a City in 2010, and I am honoured to serve as your City Manager.

A handwritten signature in black ink, appearing to read "M. Totland".

**Murray Totland, P.Eng., MBA**  
City Manager

November 2011

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## Core Strategy: Economic Development

Create an environment that encourages economic development.

### Saskatoon's Downtown Plan

City Centre Plan, Phase 1 Central Saskatoon, is undergoing fundamental changes, from a heightened community desire for improved pedestrian and bicycle amenities, city centre housing, public spaces, municipal transit, library facilities, to potential new developments in River Landing. In 2010, the first stage of the multi-year City Centre Plan was completed, providing baseline data that will be used in the Civic Plaza Precinct Master Plan and comprehensive downtown or City Centre Plan.

### Building Permits

A total of 4,100 building permits were issued in 2010, the third highest number in the past 40 years; over 1,000 were permits for residential one-unit dwellings.

### Residential Lot Inventory

The remaining 248 lots to be serviced in Willowgrove were sold in February/March 2010. In Hampton Village, 201 lots were sold. Administration completed servicing of 123 lots in the new Evergreen neighbourhood and sold all in the first lot draw in November 2010.



Aerial photograph of Evergreen development

## Core Strategy: Service Delivery

Optimize the effective and efficient delivery of services.

### Water and Wastewater

As a component of the flood control strategy, in 2008 the City began installing "superpipes" (underground collector tanks), typically located in parks. The tanks collect excess water from the sanitary sewer, rather than spilling into the basements of homes. In 2010, collector tanks were installed in Parc Canada at Meighen Crescent in Confederation Park and Senator Hnatyshyn Park at Hall Crescent in Westview.

In 2010, Global News partnered with Ipsos Reid to conduct a nation-wide survey to explore people's opinions on a wide range of issues. Results show that nine out of ten (91%) Saskatonians feel their city is a great place to live. This put Saskatoon second out of all cities surveyed.

### Chief Whitecap Park Master Plan

Chief Whitecap Park is located south of the city limits and bordered by the South Saskatchewan River to the west. Working with partners, Meewasin Valley Authority, RM of Corman Park, Whitecap Dakota First Nation, and

other stakeholders, the City has completed a revised Master Plan that was approved by City Council in June 2010 and the Meewasin Valley Authority in September 2010. City Administration is currently working with the RM of Corman Park to formalize the permitted program uses identified in the Master Plan.

### New Accessible Playground at Saskatoon Forestry Farm Park and Zoo

Every year, 55,000 to 75,000 children visit the Saskatoon Forestry Farm Park and Zoo. In June, the McDonald's Natural Place to Play Playground officially opened to give young visitors a new, animal-themed, accessible playground.



McDonald's Natural Place to Play Playground

## Core Strategy: Customer Service

Customers come first - provide responsive and flexible customer service.

### Transit

Transit operated 365 days in 2010, with a passenger load of approximately 11.5 million rides. During the 2009/2010 World Juniors Hockey Championship, global attention was placed on Saskatoon Transit's successful service.

Saskatoon Transit reworked its maps to provide customer-friendly information about the transit system, route maps, schedules, and hubs. An interactive transit map on the City's website gives customers the tool to plan trips, access detailed route maps, find relevant streets and transit stop numbers, and more.

Thanks to the investment from the Government of Canada's Public Transit Capital Trust Fund, Transit unveiled three new articulated buses in June 2010. Articulated buses are longer buses that are hinged in the middle, therefore able to carry more passengers than traditional ones. These mid-size, low-floor buses are part of Saskatoon Transit's strategy to "right size" the fleet. Saskatoon is the first city in Saskatchewan to put these buses on the road.



*One of three new articulated buses*

#### Landfill Adds Second Scale

A second scale was commissioned to provide enhanced customer service by separating City collection vehicles from landfill line-ups.

#### Interactive Voice Response System and Language Line

The Revenue Branch introduced the "Language Line". This interpretation service allows customer service representatives to communicate more effectively with customers where language may be a barrier. The service is accessible during in-person conversations as well as over-the-phone, with interpretation available in 175 languages.

#### Social Media

To enhance communication opportunities with residents, the City introduced blogs, Facebook, YouTube and Twitter.

### Core Strategy: Environmental Commitment

Exercise responsible, progressive environmental management in the provision of all civic services.

#### Access Transit Opens LEED-Certified Storage Facility

With growing demand for service, Access Transit took steps to ensure continued efficiency. The opening of the new storage facility in June 2010 incorporated a 100,000-litre rainwater capture system. This system allows for the reduction of treated water for washing buses. This is very unique, functions well, and has financial savings and environmental benefits.

#### Greenhouse Gas Reduction

In 2010, several civic facilities were retrofitted to reduce energy costs. Solar panels were installed at Lawson Civic Centre and Harry Bailey Aquatic Centre. The solar hot water installation was the largest in Saskatchewan and included 90 solar panels at Lawson and 72 at Harry Bailey. The panels supply 20 to 25 per cent of the energy needed to heat the pools, reducing greenhouse gas emissions by 111 tonnes of CO<sub>2</sub> per year (equal to taking 21 cars off the road).

#### Waste Diversion

With your help, the City of Saskatoon diverted approximately 37,000 tonnes of material from the landfill, including approximately 27,000 tonnes of leaves, grass and branches collected via two pilot compost depots; 1,000 tonnes of organic materials collected via the Leaves and Grass Subscription program; and 7,000 tonnes of paper, cardboard, milk jugs, and tin cans collected through recycling depots. Despite Saskatoon's strong growth since 2007, garbage collection tonnage has declined by an average of 2% per year.

#### Council Approves Green Energy Park

In March 2010, City Council directed the Administration to proceed with development of a Green Energy Park at the Saskatoon landfill site, which will include a number of green energy projects such as using landfill gas (methane) and a tall wind turbine to generate electricity. The City, in partnership with SaskEnergy, will install a turbo-expander, which combines the energy available at SaskEnergy's existing pressure reduction station with heat available from the City's landfill gas station, to further generate electricity. In addition, to producing green electricity, the projects will generate revenue for the City.

#### Evergreen Environmental Initiatives

The City implemented a number of environmental initiatives for the new Evergreen neighbourhood. In partnership with Saskatoon Light & Power, LED lighting fixtures were approved for installation on a trial basis. If used throughout the neighbourhood, the LED lighting could reduce energy consumption by 351,573-kilowatt hours per year, and greenhouse gas emissions by 154.7 tonnes of CO<sub>2</sub> per year (equal to taking 30 cars off the road).



*Proposed Evergreen community sign*

Other Evergreen initiatives included a \$500 administrative cost rebate for homes certified through ENERGY STAR® for New Homes Initiative in Canada, EnerGuide Rating System Initiative, or LEED Canada for Homes Program. With each lot sale, homeowners received a rainwater collection barrel to support reduced use of potable water; a composter to encourage organic waste practices; and, two Saskatoon berry bushes to promote xeriscaping practices. At 250 participating lot owners, these initiatives could reduce greenhouse gas emissions by 750 - 1,000 metric tonnes per year (equal to taking 142 - 189 cars off the road).

### Core Strategy: Employee Relations

Encourage and support employees to achieve corporate objectives by reaching their full potential.

All permanent employees were provided Excellence Within Us training to prepare for the new way of conducting business. In addition, in-house employee professional development was provided, renewing the commitment the City has to being a learning organization.

Greater focus was applied to employee safety and work balance initiatives. The Health Management System, launched as a pilot project in 2009, was expanded to all City branches in 2010. This system supported an employee from the first day of injury to the first day back to work. It has contributed to decreases in short-term absenteeism and the associated costs related to occupational injuries and illnesses.

### Core Strategy: Fiscal Responsibility

Manage the collection, stewardship and allocation of public funds in the delivery of municipal services in a fiscally responsible way.

#### New Strategic Planning and Business Planning Process

In 2010, the City of Saskatoon transitioned to a new strategic planning and business forecasting process in preparing the 2011 Corporate Business Plan and Budget. This new approach is a departure from the City's traditional planning model, whereby plans were developed on the basis of departmental responsibilities. The change was necessitated as increasingly City programs and services have become interrelated and often crisscross several departments. An investment in one program or service can pay significant dividends and provide attributes that benefit the entire community. This new planning process allocated financial resources more effectively to programs and services. The annual Corporate Business Plan and Budget is a key process within the overall strategic planning framework, and will ultimately align the Community Vision, City Council's 10-year strategic priorities and the day-to-day services and programs provided to the citizens of Saskatoon.

To assist in this new plan, the City launched an engagement process called Saskatoon Speaks. The Community Vision will summarize community perspectives that will provide important input into City Council's new Strategic Plan.

It is anticipated the new Strategic Plan will steer the City's development over the next 10 to 15 years. Strategic goals will be aligned with the themes discussed during Saskatoon Speaks. The 10-year strategies and 4-year priorities will guide the City of Saskatoon in working toward realizing the community's vision for the City.

#### Dual Tax Bill

To provide a clear picture of where tax dollars are being spent, the City implemented a dual tax bill in 2010, which shows a separate breakdown of the municipal and school taxes.

#### Land Development Fund Benefits Civic Projects

The Land Development Fund reinvests funds derived from the operation of the City's Land Bank Program in the community. For example, \$2.5 million was allocated to the Affordable Housing Reserve, \$1.3 million to the Bridge Reserve, \$1.0 million to the Pleasant Hill Concept Plan, and \$3.9 million to various capital projects, including Mayfair Pool redesign and the North Downtown Gateway Project.

#### Debt Issuance

On July 1, 2010, the City borrowed \$44 million from Canada Mortgage and Housing Corporation (CMHC) at 3.29% with payments amortized over a 10-year term. When compared to the borrowing cost of a 10-year serial debenture issue, the City should realize interest savings of approximately \$1.5 million over the duration of the loan.

A consistent Standard and Poor's AAA credit rating (received again in 2010) ensures that the City of Saskatoon can borrow for capital projects at a better rate than jurisdictions with lower ratings.

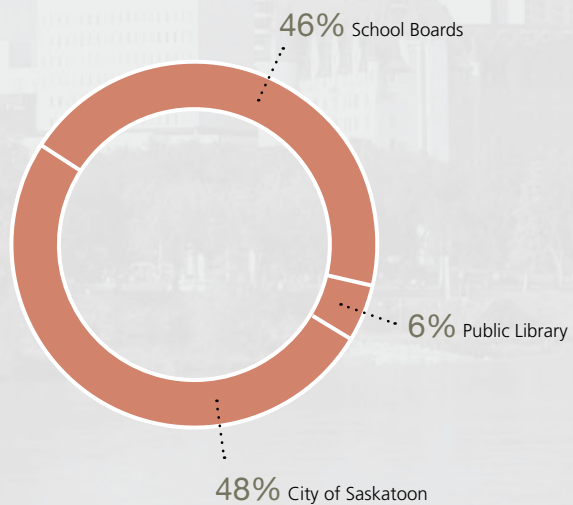
### Where the Money to Run the City Comes From



### Where Your Municipal Tax Dollars are Spent



### 2010 Distribution of Property Taxes



## Schedule of Revenues and Expenditures

For the Year Ended December 31, 2010 (in thousands of dollars)

	2010 Budget (Unaudited)	2010	2009
<b>Revenues</b>			
Taxation	\$ 129,750	\$ 130,035	\$ 122,523
Grants in Lieu of Taxes	28,371	27,880	26,651
General Revenues	65,977	67,329	63,020
User Fees	34,696	37,264	28,946
Transfers from Other Governments (Grants)	38,189	42,318	37,816
<b>Total Revenues for the Year</b>	<b>296,983</b>	<b>304,826</b>	<b>278,956</b>
<b>Expenditures</b>			
General Government	42,273	41,246	40,773
Public Safety	110,687	113,172	101,722
Transportation	52,589	52,897	49,572
Environmental Protection & Sustainable Development	21,825	24,206	18,108
Recreation, Social and Cultural Services	57,017	57,312	52,979
Debt Servicing Costs	12,592	15,573	12,147
<b>Total Expenditures for the Year</b>	<b>296,983</b>	<b>304,406</b>	<b>275,301</b>
<b>Surplus</b>	<b>\$ -</b>	<b>\$ 420</b>	<b>\$ 3,655</b>

## Consolidated Statement of Financial Position

As at December 31, 2010 (in thousands of dollars)

	2010	2009
<b>Financial Assets</b>		
Cash and Cash Equivalents	\$ 94,221	\$ 112,597
Taxes Receivable	7,759	7,239
Accounts Receivable and User Charges	109,820	86,421
Loan Receivable	5,103	5,514
Land Inventory for Resale	5,721	13,982
Other Assets	6,209	4,841
Investments	282,952	255,110
Accrued Pension Asset	33,472	45,379
<b>Total Financial Assets</b>	<b>545,257</b>	<b>531,083</b>
<b>Financial Liabilities</b>		
Accounts Payable and Accrued Liabilities	104,240	87,375
Deferred Revenue	160,321	161,187
Long-Term Liabilities	145,510	115,341
Employee Benefits Payable	28,206	25,576
<b>Total Financial Liabilities</b>	<b>438,277</b>	<b>389,479</b>
<b>Total Net Financial Assets</b>	<b>106,980</b>	<b>141,604</b>
<b>Non-Financial Assets</b>		
Prepaid Expenditures	2,954	2,633
Tangible Capital Assets	2,351,630	2,103,240
Inventory of Materials and Supplies	10,010	10,124
<b>Total Non-Financial Assets</b>	<b>2,364,594</b>	<b>2,115,997</b>
<b>Accumulated Surplus</b>	<b>\$ 2,471,574</b>	<b>\$ 2,257,601</b>

## Core Strategy: Aboriginal Partnerships

Build on the strengths of our existing relationships with Aboriginal communities.

### Heavy Equipment Operator Program

A Heavy Equipment Operator Program, in partnership with Saskatchewan Institute of Indian Technology and the Saskatoon Tribal Council, was established. This program was delivered to provide training in the safe operation of heavy equipment, routine maintenance of machinery, and practice in the basic operation of excavating, grading, road building and maintenance. Individuals were hired and trained for seasonal and temporary positions with the City in the spring of 2010, and in the future will potentially fill jobs open due to retirements.

### ATOSKE Summer Camp Opens Doors

The ATOSKE summer training camp, organized in partnership with the Saskatoon Tribal Council, targeted Aboriginal youth from urban and reserve settings. The training program was designed to increase Aboriginal youth leadership in the development and delivery of sport, culture, and recreation programs. The goal is to assist youth in obtaining future employment in their respective communities.



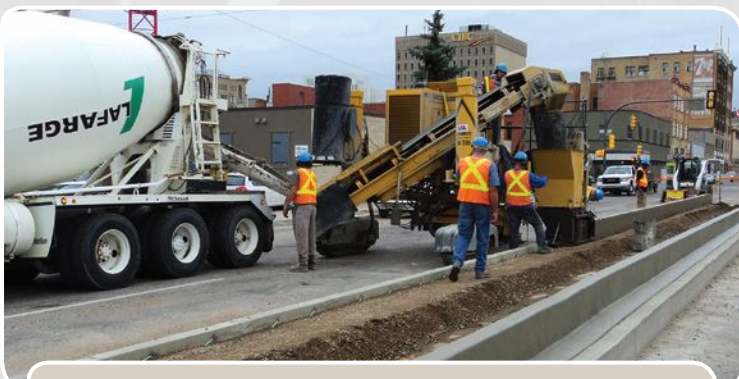
Youth attending ATOSKE Summer Camp

## Core Strategy: Infrastructure Management

Build, maintain, and operate the City's infrastructure in a manner that maximizes current infrastructure, fosters growth, and is fiscally sustainable.

### 3rd Avenue Streetscape

The City's Downtown Plan identified 3rd Avenue, one of the main streets in the Partnership Business Improvement District, as a priority for street rejuvenation. The 3rd Avenue Streetscape Project involved sidewalk remediation, installation of street trees, irrigation, street furniture, and coordination with Saskatoon Light & Power for overhead line removal. Redesign of public space led to several innovations, including the use of extended transit and pedestrian bulbs, as well as the use of Silva Cell Systems to promote improved tree root structure and tree growth.



Construction at Third Avenue Streetscape Project

### Circle Drive South Project

The Circle Drive South Project is the largest single project in the City's history at an estimated cost of \$300 million. The City is sharing the cost with the provincial and federal governments.

On March 29, 2010, City Council awarded the design/build contract to Graham Flatiron Joint Venture. The design/build process is where the contractor designs and builds the project. This process establishes costs up front, helps with better scheduling, and shortens the construction period. Construction began in spring 2010, and electrical work in the amount of \$1.2 million was completed the same year. The project is expected to be open to traffic by September 30, 2012.



Construction at Circle Drive South Project

### Street Rehabilitation

Federal stimulus funding allowed the municipality to reduce the backlog on street rehabilitation, completing upgrades of the Idylwyld freeway at Saskatchewan Crescent and 8th Street. Approval was also granted for alignment of the 25th Street extension.



Construction at rehabilitation of Idylwyld freeway

## Core Strategy: Multicultural Cooperation

Recognize the cultural diversity of our community and support growth through immigration.

### "Whose job is it?" Brochure Translated into 14 Different Languages

The City's "Whose job is it?" brochure, a listing of phone numbers for commonly requested civic services, was translated into 14 different languages: Arabic, S'gaw (Burmese dialect), Chinese, Farsi, French, German, Hindi, Korean, Russian, Spanish, Tagalog, Ukrainian, Urdu, and Vietnamese. The translated versions, available in print and online, help newcomers become more familiar with civic programs and services, easing the transition into their neighbourhoods.

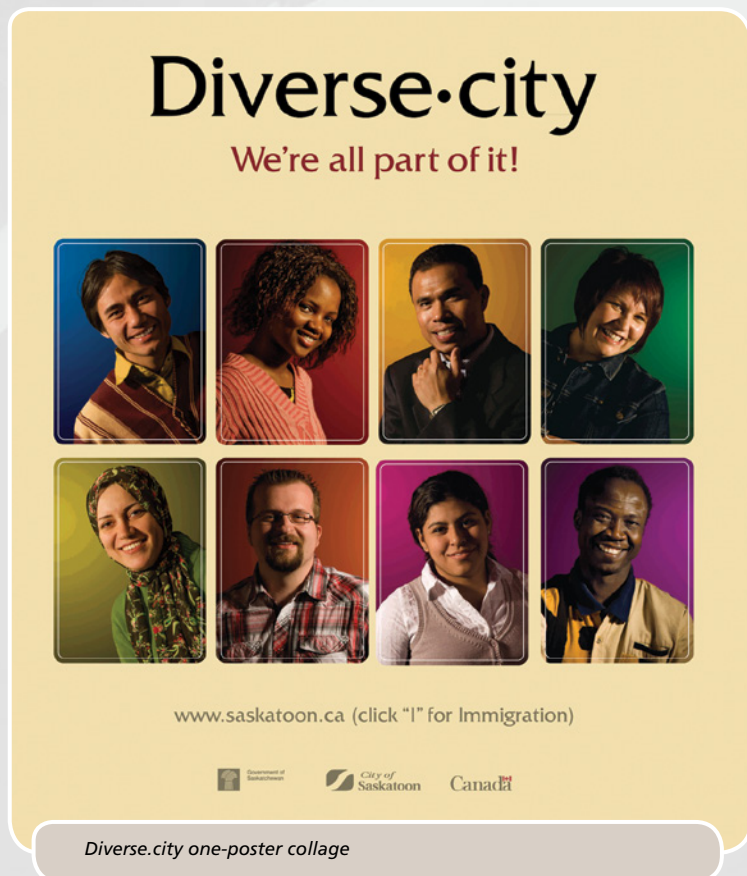
### "Fun for All" Summer Playground Program

The "Fun for All" summer playground multicultural program piloted in 2009, was expanded to two additional parks in 2010. The long-term vision of this program is to ensure multicultural activities act as catalysts to attract newcomer children to the parks. The program offers increased awareness of other cultures using games and crafts as tools for two-way integration.

The Saskatchewan Municipal Awards are designed to recognize and celebrate excellence and innovation on the part of Saskatchewan's municipalities, and to promote the successes of Saskatchewan's municipal sector beyond its traditional audience and to all of Saskatchewan. The City of Saskatoon received the top award for Community Development Leadership category for our Immigration Initiatives.

**Diverse.city**

To create greater awareness and understanding of our community's vibrant cultures, the City compiled and circulated the Cultural Diversity and Race Relations Calendar of Events, with information on activities happening in Saskatoon. For a second year in a row, advertising posters of the Diverse.city campaign appeared during Cultural Diversity and Race Relations Month.



*Diverse.city one-poster collage*



In 2010, the City launched a comprehensive community visioning initiative seeking input from citizens on what they like and value about Saskatoon, possible improvements, and what they aspire to achieve as Saskatoon grows over the next 50 to 70 years. Peter Mansbridge opened the Saskatoon Speaks City Summit on September 29 with a panel of local speakers who shared their hopes and dreams for Saskatoon. The Summit continued October 1 and 2 where hundreds of residents shared their values and discussed their vision for Saskatoon. During the year, a variety of forums and workshops were held throughout the city. The Saskatoon Speaks website provided residents opportunities to participate using social media and online questionnaires. A Community Vision document will summarize the perspectives emerging from Saskatoon Speaks for inclusion in the Strategic Plan.

**Core Strategy: Community Safety**

Optimize the safety and security of our community.

**Saskatoon Fire and Protective Services**

In the fall of 2010, Saskatoon's ninth fire station opened, strategically located to provide service to Rosewood, East College Park, Briarwood, and Lakeridge. The new station supports the nationally recognized standard response of four minutes and the eight-minute full first alarm response for the entire east side. The fire station is also certified as a Leadership in Energy and Environmental Design (LEED) building. The design is the new construction standard and will be repeated for the next three fire stations planned in Saskatoon, saving substantial costs in design fees.



*Fire Station No. 8 grand opening*

**Core Strategy: Community Development**

Enable active community-based participation in issue and problem identification and resolution.

**Housing and Neighbourhood Collaborations**

The Pleasant Hill Village project is a major initiative to provide new housing, park space, and a new elementary school with community space within the Pleasant Hill neighbourhood. It is the largest neighbourhood renewal project in Saskatchewan. In November 2010, the first new housing units were completed.

Several areas of the City had undertaken studies and planning exercises, giving residents the opportunity to participate in determining the future of their neighbourhood. The City partnered with Sutherland and Broadway Business Improvement Districts to table major new planning studies. City Council approved the Local Area Plan for the City Park neighbourhood and the Concept Plan for South Caswell and the Aero Green Business Park.

**Affordable Housing "Best Practice"**  
CMHC named the City of Saskatoon's 2010 Housing Business Plan as an affordable housing "best practice" in Canada. The Plan sets out the City's role in affordable and supportive housing for the year. In 2010, over 350 new affordable ownership, rental, and supportive housing units were facilitated through the plan.

## City of Saskatoon Community Partners

### Mendel Art Gallery

In 2010, the Mendel Art Gallery attracted 181,000 visitors, an increase of 10,000 over 2009. They came to see exhibitions, participate in programs and events, and enjoy the Gallery Shop, the conservatory, and Museo Coffee.

The Gallery acquired 134 artworks, for a total of 5,800 objects in the permanent collection, valued at \$14.4 million.

The Gallery presented 13 exhibitions, including a major retrospective and catalogue in October celebrating the career of Saskatoon abstract painter William Perehudoff. The Gallery toured two exhibitions provincially and three nationally. *James Henderson, Wicite Owapi Wicasa (the man who paints the old men)*, one of three exhibition catalogues produced, was short-listed in two categories for the 2010 Saskatchewan Book Awards. Four editions of the Gallery's magazine, *Folio*, were published.



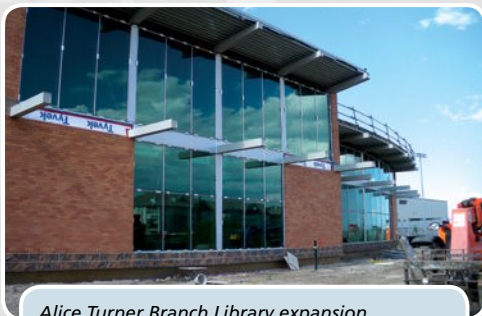
Fall Opening Reception

Progress on the Art Gallery of Saskatchewan continued with gallery staff and City representatives completing the Functional Program Plan, adopted by the Board of Trustees and City Council in April. The design contract was awarded in June 2010. In August, City Council authorized design work to enlarge the proposed gallery.

### Saskatoon Public Library

In 2010, over 300 public libraries in the province merged into one integrated library system. The *One Province, One Library Card* initiative has consolidated each collection into one searchable catalogue. Also new this year was the formation of a provincial consortium of public library directors who have reached an unprecedented agreement on policy changes and provincial borrowing rules. Saskatoon Public Library thanks patrons and staff for their patience during this year of transition to the new system.

Construction began on the Alice Turner Branch Library expansion in the summer of 2010. When the expansion is complete, patrons will enjoy more public and resource space, more resources, and a new meeting room. Library operations continued uninterrupted for the most part.



Alice Turner Branch Library expansion

The Library Board and Administration also continues to work closely with City Council on the development of the new central library as part of the City Centre Plan. The Library Board is currently considering two downtown locations and will continue to work towards ensuring the new central library is both a great new civic building and a key contributor to the desired animation and renewal of the city centre.

### TCU Place

TCU Place, Saskatoon's Premier Arts and Convention Centre, is known for a variety of live productions such as Broadway musicals; cultural events; local, provincial, national and international conventions; as well as gala banquets and special events.

In 2010, TCU welcomed the following Broadway shows: *Mamma Mia*, *Spamalot*, *Menopause the Musical*, and *The Wizard of Oz*.

Musical artists included Tegan and Sara, Blue Rodeo, Wilco, Barenaked Ladies, The Beach Boys, George Thorogood, Stompin' Tom, Alice Cooper, and Rufus Wainwright. Country artists included Johnny Reid, Sawyer Brown, and Randy Travis; and for kids, Doodlebops, Robert Munsch, and Sesame Street.

Cabarets included Rock 102's Spring Invasion, Hip Hop Show, Public Enemy, and the Monster Mash.

Several dance companies performed on the TCU stage, which included Virsky Company, Moscow Ballet, the Yevshan Dancers and the Vesna Festival.

Audience members enjoyed the entertainment by comedians Cheech and Chong, Jeremy Hotz, Ron White, Billy Connolly, and Joe Rogan.

Many special events were held which included The Bishop's Gala Dinner, Gold Medal Plates, Mayor's Cultural Gala, Blue Cross Winter Gala, The Princess Shop Banquet, 2010 Premier's Dinner, YWCA Women of Distinction Awards, Kinsmen Telemiracle, Premier, Saskatoon's Fine Wines, Spirits and Specialty Foods Festival, Artisan's Craft Show, Silver Spoon Dinner, Women's Journey of Faith, and Spotlight on Seniors.



The Bishop's Gala Dinner

TCU Place hosted over 40 conventions that included 13 local conventions, 19 provincial/regional conventions, and 7 national conferences. Over 21,000 delegates attended these conventions.

### Credit Union Centre (CUC)

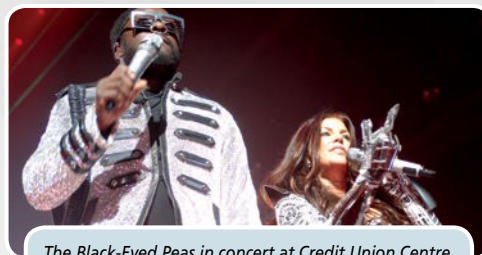
Following a successful 2009, the first week of 2010 featured the final stretch of the immensely successful World Junior Hockey Championships. Fans from around the globe enjoyed sold out, high-calibre hockey action from Credit Union Centre's recent expansion of just over 15,000 seats.

The Saskatoon Blades made a great play-off run in 2010 and capped off an impressive season that

will lead them into the future with Saskatoon's successful bid to host the 2013 Memorial Cup.

The New York Islanders took on the Calgary Flames in yet another NHL neutral site game in Saskatoon.

Concerts continued to be the mainstay as country stars Alan Jackson, Tim McGraw, Brooks & Dunn, and Carrie Underwood hit the stage. Star-studded rockers Aerosmith, Guns n' Roses, Nickelback, Tom Petty, The Black-Eyed Peas, and Iron Maiden were well received by Saskatonians. Justin Bieber wowed a screaming sold-out crowd, while crooner Michael Buble, guitar wizard John Mayer, and new-era artist Drake added to the list of major concerts in 2010.



The Black-Eyed Peas in concert at Credit Union Centre

The arena's trade show activity had fantastic attendance for The Man Show, Woman's World and the Sundog Arts and Entertainment Faire, with each event being sold out for exhibit space.

Along with several local and regional sporting events and the FSIN annual Pow Wow, family shows featured the Star Wars tour, Walking With Dinosaurs, and Cirque du Soleil's Alegria. The ever-popular Taste of Saskatchewan, MotorSport Spectacular, and PBR Bullriding Championships ensured Saskatoon's entertainment mix remains one of North America's very best.

### Saskatoon Police Service (SPS)

In 2010, according to Statistics Canada, the City's overall crime rate dropped 8%. The report notes the total number of crimes committed in Saskatoon has dropped from a high of more than 36,500 in 2003 to 25,600 in 2010. A comparison of violent crimes from 2007 to 2009 indicated a 16% decrease in violent crime, 35% reduction in street robbery, 36% reduction in robbery, and 9% decrease in assault.

As stated in the Saskatoon Civic Services Survey, crime and policing decreased in concern as the number one issue facing Saskatoon residents. In 2006, 35% of respondents rated crime and policing as the number one concern, which has now dropped to 16%.

SPS adopted a crime analysis capability to assist in deploying officers to areas where crime trends are developing. SPS has increased its analytical capability to provide timely information to officers regarding crime trends, suspects, prediction of when certain crimes can happen, and crime hot spots.

Increased attention to traffic safety, with the addition of 8 traffic constable positions in 2010, has reduced serious collisions by 12%, coupled with a substantial increase in fine revenue.

In 2010, over 100 rental property owners and managers (representing over 185 rental properties in the city and about 5,198 rental units - approximately a quarter of the rental market of properties with 4 or more rental units) attended a one-day seminar on Crime Free Multi-Housing.

External consultation sessions were held with the public regarding their views for policing.