

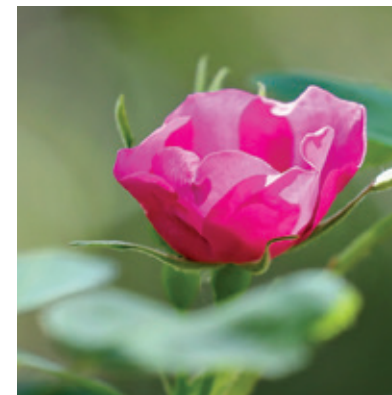
MORE
THAN
A TRAIL





Meewasin = *Beautiful*

(Nehiyawak/Cree)



For thousands of years, this valley has nurtured, inspired and sheltered its inhabitants. Meewasin has spent the last four decades protecting this beautiful valley and creating opportunities for people to connect with nature, culture and history.

In 1979, guided by a visionary 100-year concept plan, the Meewasin Valley Authority was created to steward more than 67 square kilometres of natural habitat along the South Saskatchewan River. The decision to have an independent body conserve and monitor development of a publicly accessible river valley has made Saskatoon the envy of other cities.

For the last 40 years, Meewasin has been working with our partners — the Government of Saskatchewan, City of Saskatoon and the University of Saskatchewan — to keep the South Saskatchewan River Valley healthy and vibrant, allowing citizens and visitors to create memories and connect with each other, with cultural history and with natural habitats.

Three pillars have guided our actions:



Develop

Create safe access to the valley for users, as well as offer recreation and tourism opportunities



Conserve

Protect the valley and restore native habitat



Educate

Year-round education and tourism programming

Saskatoon wouldn't be the place we know and love without Meewasin.

Meewasin is the heart of our region, and lives in the hearts of our citizens who stroll, roll, jog, play, cycle, paddle, ski and skate their way through the valley. Families bond on the trails and at natural areas, delighting in the magic of chickadees in their palms, snowflakes on their tongues and the wildlife they discover. Graduations, marriage proposals, weddings and other celebrations and ceremonies happen on the shores of the river and in Meewasin green spaces.

What are people saying?

84%

Meewasin Valley corridor is Saskatoon's **most important attribute**

87%

Meewasin is a **good investment** of tax dollars

91%

Meewasin attracts **visitors to Saskatoon**

92%

Meewasin improves my **quality of life**

”



“The first elements
of that concept are a
unique
land and a **unique** people.
.....
The *objective* is
balance.
.....
The *umbrella idea*,
the **broad concept**, is
health.”

— Moriyama's 100-year concept plan, 1978



Annual economic
impact of the
Meewasin Valley:

\$182.65
MILLION



Its value in the hearts
of generations of
Saskatoon residents:

PRICELESS



MORE THAN A TRAIL



Our Vision: The Next 40 Years



We've already outgrown the original plan for Meewasin — our region has a higher population and more users in 2020 than the 100-year plan ever accounted for. Meewasin has an ambitious new plan to continue to serve our citizens and conserve our native prairie.

The work we do goes well beyond the trail (although that is also a big part). Help us continue to do the work, both seen and unseen, that keeps nature and people thriving.

Some of the highlights of our plan include:



Develop

Complete the full trail loop from Chief Mistawasis Bridge to Gordie Howe Bridge



Conserve

Establish a seed bank and triple plant production over the next 5 years



Educate

Develop a digital platform to increase education opportunities

“

Meewasin shares our story in so many elegant ways. Visitors are increasingly searching this out, making Meewasin a cornerstone to how we market our destination.

— Todd Brandt

2020:

1.65M trail users/year

2050 Projections:

2.8M trail users/year



Among Canadians who have made plans to travel for summer or fall 2020,

43%

are considering using trails as part of their vacation plans.

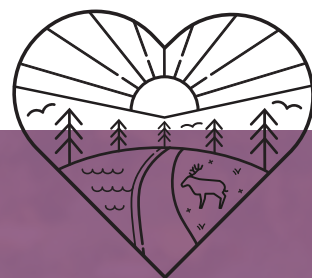
— Web Survey by the Trans Canada Trail

Help us Build on Our Successes

We have 40 years of experience in protecting our valley, enabling access and educating citizens – and the awards and accolades to show for it.

Launching efforts for the next 40 years requires renewed government and community commitment. Our current partner funding from the Government of Saskatchewan, the City of Saskatoon and the University of Saskatchewan does not cover capital costs required to maintain and expand community infrastructure and services.

Due to the growth in population around our conservation zone, we increasingly rely on donations, grants and opportunities to generate revenue. We are working with our partners to negotiate how each entity can support us to realize this plan. Meewasin also needs the support of public and corporate sectors to implement our capital projects and thrive as the most effective conservation, development and education organization we can be.



\$2.4M/YR

Current Partner
Funding

+



\$1.25M/YR

Other
Funding

=

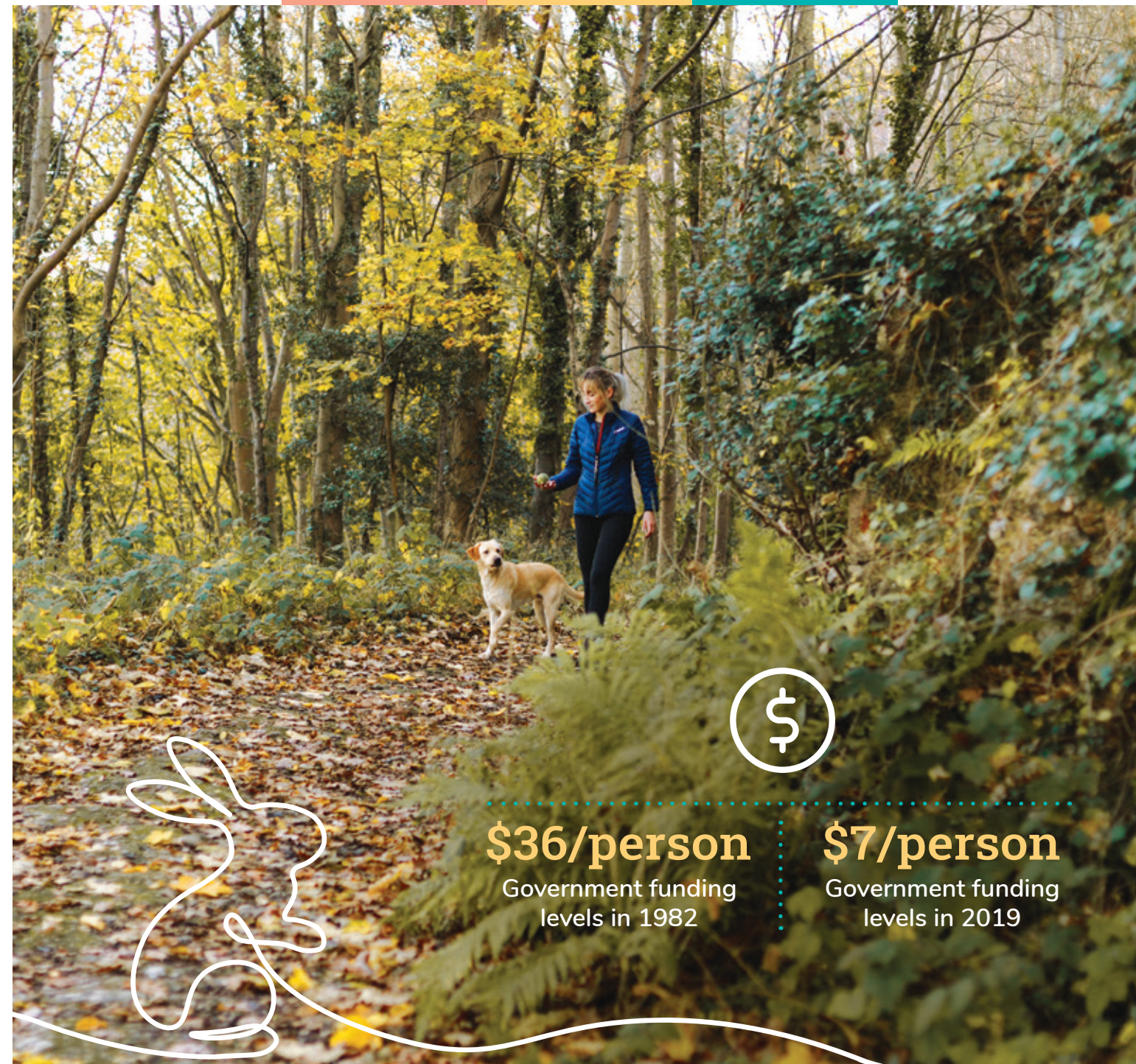


\$3.65M/YR

Total Funding
Including:
Grants, donations, public
funding and earned
income for operations

\$23M

More Than
a Trail
Campaign



\$36/person

Government funding
levels in 1982

\$7/person

Government funding
levels in 2019

Plenty of Reasons!

In the Saskatoon StarPhoenix's
"52 Reasons to Love Saskatoon",
Meewasin was mentioned
in **23** of the reasons.



(Just a few of) OUR AWARDS AND RECOGNITION:

2006

Best Outdoor Skating Spot in
Canada, Reader's Digest

**1996, 2005, 2007,
2013, 2014, 2019**

Premier's Awards of Excellence

2013

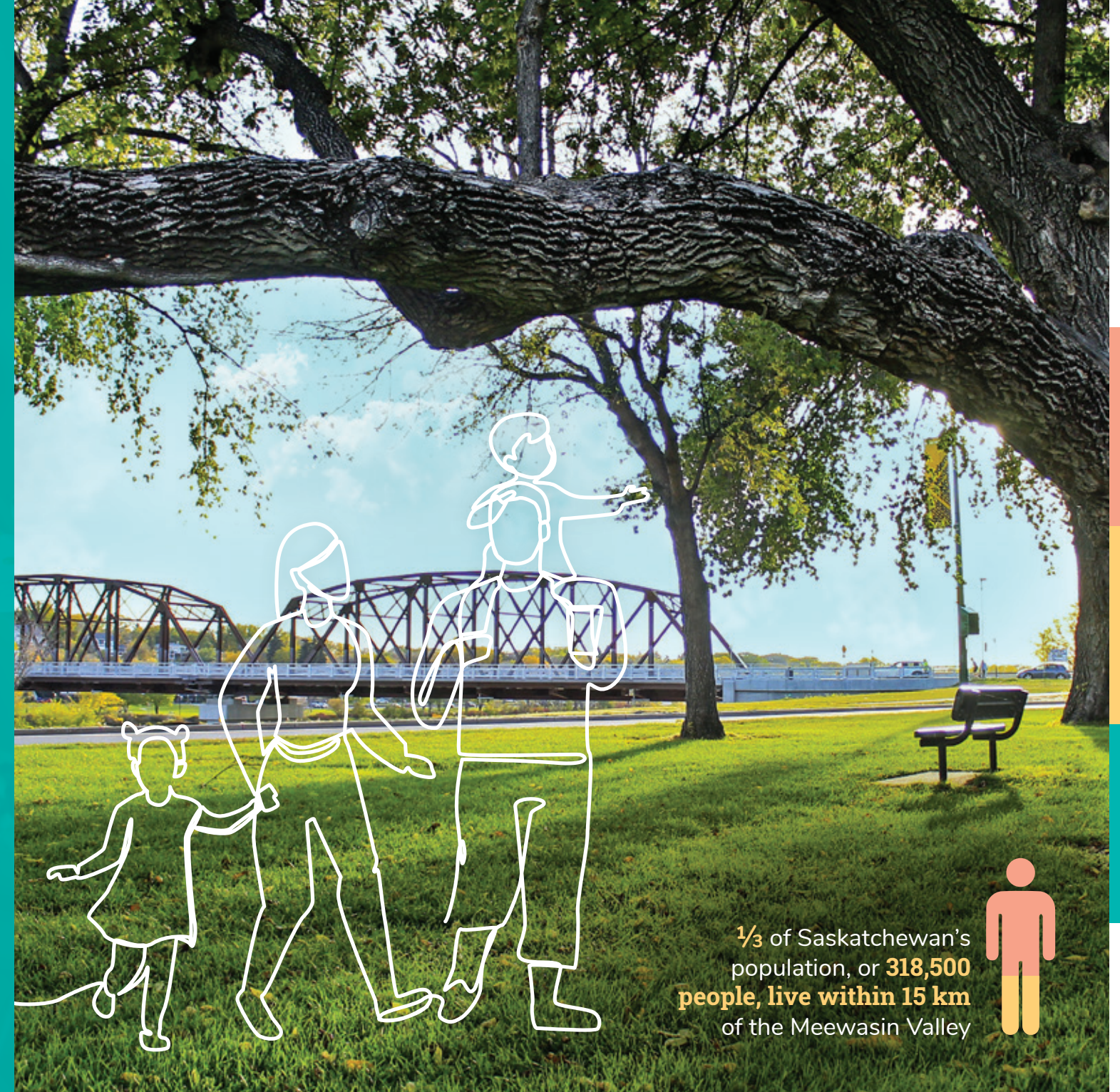
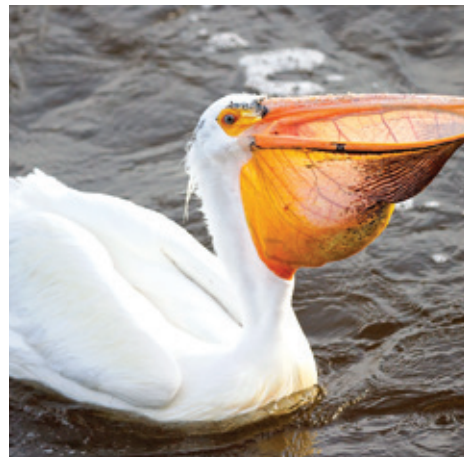
Design Landscape Architecture
National Geographic Travel's 50
Places of a Lifetime

2015

Lieutenant Governor of
Saskatchewan Heritage Excellence
Award for Stewardship

2017

Native Prairie Restoration
Award, Saskatchewan Prairie
Conservation Action Plan



$\frac{1}{3}$ of Saskatchewan's
population, or **318,500**
people, live within 15 km
of the Meewasin Valley



Our Community's Need



DID YOU KNOW?

Trail use **doubled** during the Covid-19 pandemic.



“

Investing in nature is an investment in our community's future.

— Barb Hanbidge

”



Our community relies on our trail network, natural areas and education programs to decompress from urban life, connect with friends and family and relax in nature. Levels of use are increasing — in the past year we have all gained a new appreciation of the importance of outdoor experiences for our mental and physical health.

We are preparing to respond to demand. Our current capital campaign supports all three of our pillars. Our goal is to build capacity to satisfy future stewardship responsibilities so our river valley and community can thrive.

The ask:
\$23 Million



The pillars:



**Extend
the Trail**



**Grow the
Prairie**



**Share
our Story**



Extend the Trail

Meewasin currently maintains over 90 km of trail, many sections of which are more than 30 years old and at the end of their life cycle. This funding will allow us to create new trail, widen and upgrade existing trails, and connect new neighbourhoods in the downtown, near Kinsmen Park, and from Holiday Park to Gordie Howe Bridge.

Why?

- **Enhance trails and green spaces** that function as a getaway within city limits
- **Improve experience, safety and comfort** for 1.65 million users (and growing!) every year

Fundraising Goal:
\$14.1 Million



Grow the Prairie

Meewasin currently grows and plants an average of 12,000 native shrubs, trees and grasses annually to enhance and restore land within our jurisdiction. With this funding, we will expand our greenhouse and seasonal planting program, create a publicly accessible, year-round greenhouse and native seedbank in cooperation with the USask and City of Saskatoon.

Why?

- **Sustain** the natural beauty of the river valley
- **Increase** the vitality of the ecosystem through research and action
- **Share** our conservation successes with the public

Fundraising Goal:
\$6.8 Million



Share our Story

We're experiencing high demand for hands-on educational experiences, with long waitlists for school and tourism programming. Our goal is to enhance our education and tourism programming and to reach, teach and engage youth and lifelong learners, both within Saskatoon and beyond city limits.

Why?

- **Engage** and inspire the next generation
- **Support** educators
- **Volunteer and public engagement**
- **More platforms** for self-exploration

Fundraising Goal:
\$2.1 Million

Meewasin is
home to more than

300
plant species

and

150
bird species

Canada's *largest* urban
conservation zone



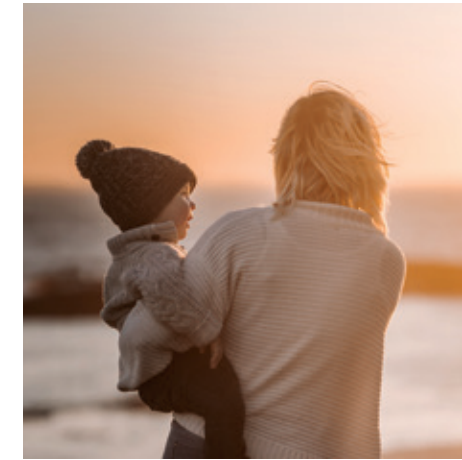
Programs for
3,500+
students annually





Help Us Meet our Goals for the Next Five Years

- 1 Maintain a **Healthy & Vibrant** river valley corridor to benefit our growing population and sustain biodiversity for future generations
- 2 Build our **Sense of Community** through creating seasonal opportunities to connect with the river valley
- 3 **Protect the Legacy** by furthering relationships, innovation, expertise, advocacy and reconciliation to steward the river valley corridor



Meewasin

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