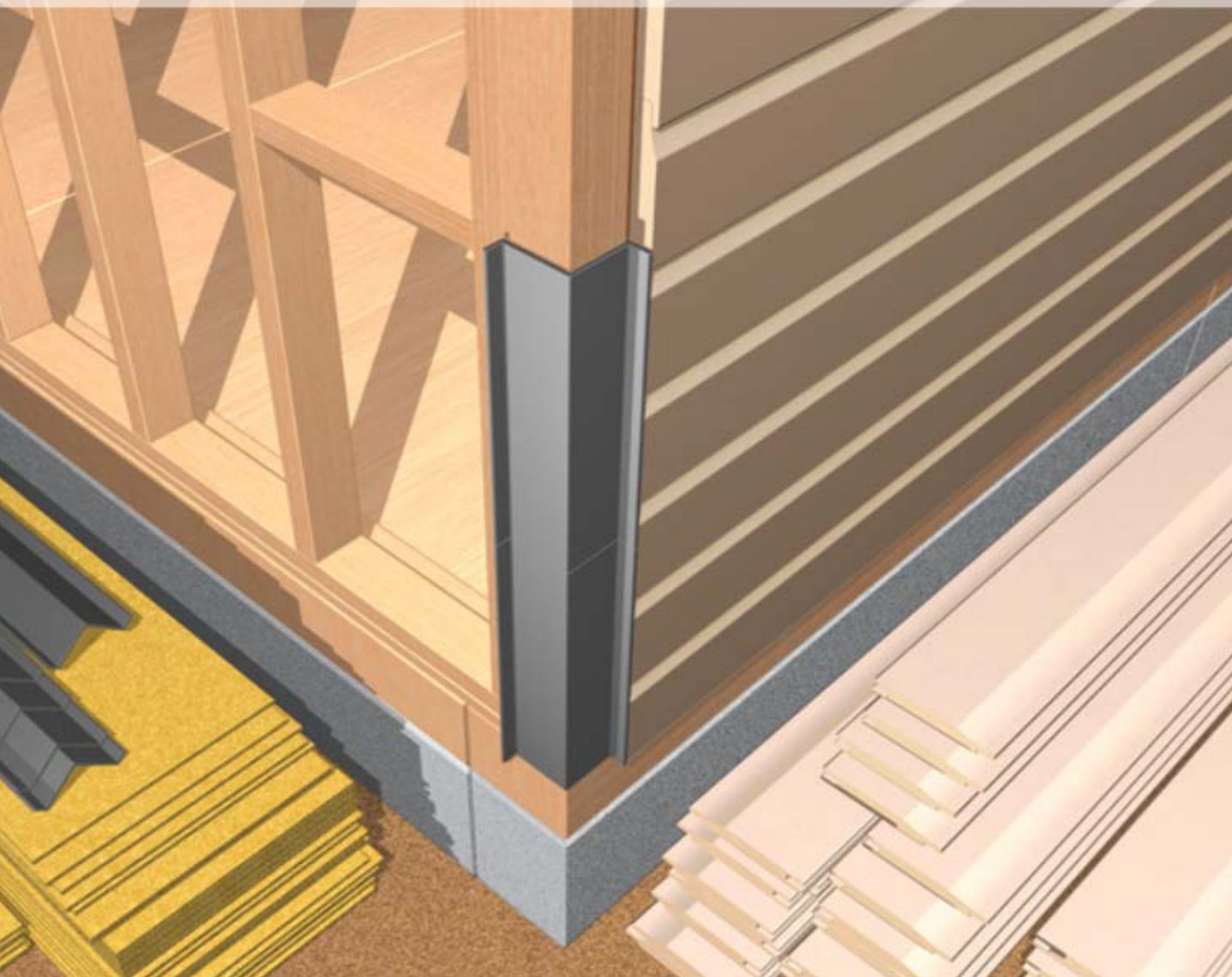


*Building a dream...*  
*....a Multi-Use Centre*





# GSDC Multi-Use Centre Task Force

- John Arnold
- Greg Baiden
- Sylvia Barnard
- John Caruso
- Michael Luciw
- Lynne Reynolds
- Steve Irwin, as GSDC Board Chair



# *Sudbury no longer just a mining town!*

- Regional capital and urban centre
- Strong tourism sector essential
- New demand for amenities that enhance quality of life





# *Need for a Multi-Use Centre*

## Stakeholder consultations:

- Existing facilities do not fully meet community needs
- Existing facilities limit new opportunities





# *Need for a Multi-Use Centre*

- Community groups consulted
- Multi-Use centre strongly endorsed
- GSDC taskforce formed





# *Potential Uses*

- Performing arts
- Enhanced library
- Art gallery and public art space
- Exhibition space
- Reception/banquet facilities
- Archive storage
- Office space for cultural organizations
- Central heritage space
- Conventions







# Thunder Bay Community Auditorium

Population: 112,500

## Building Features:

- 1500 seat State-of-the-Art Performance Arts Theatre
- Accommodates Multiple Performance Venues
- Orchestra Pit with Hydraulic System to Expand Stage
- Stage area can accommodate 250-400 for Receptions
- 3 lobbies for Receptions





# North Bay Capitol Theatre & WKP Art Gallery

Population: 57,771

## Building Features:

- Built in 1929. Renovated 20 years ago.
- 15,000 sq. ft proscenium fixed seat theatre with 994 seats
- WKP Parallel Art Gallery
- Home to North Bay Symphony Orchestra and North Bay Arts Council





# Confederation Centre of the Arts, Charlottetown, PEI

Population: 57,472

## Building Features:

- A 43,000 sq. ft. Multiuse Centre
- Convention and Exhibition Centre
- 1100 Seat Mainstage Performing Arts Centre
- 2 Cabaret Theatres (190&180 seats)
- Provincial Public Library.
- Art Gallery
- Bistro and gift shop





## Cleary International Centre, Windsor

Population: 262,075

### Building Features:

- 191,000 sq. ft. waterfront facility connected to 2 hotels via walkway
- 40,000 sq. ft. meeting space with glass façade ballroom can accommodate 10 to 1500 delegates
- 1200 seat theatre with full proscenium stage and hydraulically operated orchestra pit
- Equipped to handle multiple performance venues



# *Reputation for Innovation and Taking Risk*

- Science North/Dynamic Earth
- Sudbury Neutrino Observatory/SNOLAB
- Living with Lakes Centre





# *The Vision – Building a Dream*

A Multi-Use facility that

- Reflects sense of pride
- Builds on reputation
- Beautifies community
- Serves citizen's needs





# *A New Era of Growth:*

- Economic strategies showing success
- Major projects completed or underway
  - Northern Ontario School of Medicine
  - Extension of Hwy 400
  - Hospital/Regional Cancer Centre
  - Retail Centre
  - INCO/Falconbridge Merger
- New job creation



# *Community Commitment*

- Centres of this nature traditionally require municipal support
  - Capital
  - Annual Operating



# *Benefits Outweigh The Costs*



5-10 large, 2 day conventions generate:

- \$3.4 million in direct benefits
- \$2 million in new tax revenues
- 170 direct and indirect jobs (\$3.3 million)
- \$5 million in value added
- Plus trade shows & other events



## *Other Benefits:*

- Outside visitors, local patrons, volunteers, guest artists, performers, and speakers have positive impact
- New job creation
- Anchor for Arts & Culture District



## *Other Benefits (cont'd)*

- Enhances surrounding businesses and creates spin-offs
- Another tourism destination
- Sudbury competitive with other cities





# *Next Step – Planning Phase*

- Specific nature of facilities
- Usage estimates
- Development & location options
- Capital costs & funding sources
- Operating estimates
- Fundraising feasibility study and campaign
- Final recommendations to Council

Completion Time: 2<sup>nd</sup> Quarter 2007



# Costs and Funding

- Exact cost to undertake work not finalized
- Could cost Council up to \$250,000 to fully develop the plan for a Multi-Use Centre
- Additional funding partners will be approached
- Final costed plan to be brought back to Council for approval



*“Sudbury must work towards a proactive external marketing campaign to change the perception of the “rock” image and improve the quality of life by developing new attractions and key amenities that build community pride”*  
*Mark Cutifani, President Ontario Operations, INCO Limited*



Living Arts Centre, Mississauga



# Tonight...

- Council endorse the idea of a Multi-Use Centre
- Recognize there will be initial capital funding and ongoing operational support
- Allow GSDC to prepare estimates of cost and possible sources of funding for the planning phase



# Recommendation

Whereas the Economic Development Strategic Plan for Greater Sudbury identifies a vision to become “a city for the creative, curious and adventuresome”;

And whereas the GSDC Board of Directors supports a community vision for a Multi-Use Centre;

Therefore be it resolved that the Council of the City of Greater Sudbury accepts the Multi-Use Centre report in principle; and directs staff to prepare estimates of cost and sources of funding to complete the initial planning phase and report back to Council



# Thank you, very much!



is a new Multi-Use Centre for the creative,  
curious and adventuresome.