

Request for Decision City Council



Type of Decision

Meeting Date	February 22 nd , 2006				Report Date	February 14 th , 2006			
Decision Requested	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	Priority	<input checked="" type="checkbox"/>	High	<input type="checkbox"/>	Low
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open	<input type="checkbox"/>	Closed

Report Title

Multi-Use Centre

Budget Impact & Policy Implication

☒ This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified.

The funding recommended is provided by the 2005 Economic Development Capital Envelope. The uncommitted balance for 2005 is currently at \$271,093. This recommendation for \$250,000 would leave an uncommitted balance of \$21,093 to be brought forward and added to the 2006 envelope.

Background Attached

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 Multiuse Centre and wishes to proceed with the development of a concept and design to serve the needs of the community and build on Sudbury's reputation for innovation.

AND WHEREAS, the GSDC Board of Directors has recommended that a project team consisting of staff, GSDC Board members, community volunteers and technical experts undertake to complete the project, and, that an initial project budget of \$250,000 be allocated.

THEREFORE BE IT RESOLVED THAT, the Council of the City of Greater Sudbury support the above-mentioned project with a contribution of \$250,000 from the 2005 Economic Development Capital Envelope.

Recommendation Continued

Recommended by the Department


Doug Nadorozny, General Manager
Growth and Development Department

Recommended by the C.A.O.


Mark Mieto
Chief Administrative Officer

February 14th, 2006**Report Prepared By**

Stephanie Harris
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Division Review

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Executive Summary:

The City of Greater Sudbury has matured into a dynamic and diverse regional capital and urban centre that has become the focus of technology, education, research, government and health services. The development of a strong tourism sector is also an essential component of Sudbury's economic diversification program, providing important benefits to the local economy. This development has changed our city's demographics and developed a demand for amenities that enhance the quality of life in the community. Building this aspect of our economy is described in the Economic Development Strategic Plan for Greater Sudbury as Engine #2: A city for the creative, curious and adventuresome.

Key to developing this area is having adequate facilities where people can gather for arts and cultural events, meetings, trade shows, lectures, recitals, etc. While Greater Sudbury has facilities, they are inadequate in many ways. The Greater Sudbury Development Corporation (GSDC) has been investigating the needs and the opportunities for a multiuse center for several months. Based on the preliminary findings, and forecasted strength of the local economy, the GSDC believes that a concerted effort is now required to bring the subject to a decision point for City Council. At its meeting of February 8, 2006, the GSDC passed a resolution recommending that a vision, concept and preliminary design for a multiuse center be prepared. And, that an initial budget of \$250,000 be allocated from the 2005 Economic Development Capital Envelope. With that in hand, City Council can then decide how it would proceed with a Multiuse Centre project.

The Need for a Multiuse Centre

Community stakeholders were consulted on a number of initiatives that took place over the last year. Among them were the Official Planning Process, Downtown Visioning, Artscape, Streetscape, an Arts and Culture Directions stakeholder strategy session, and ongoing Sudbury Tourism partner meetings. Throughout these sessions, it was recognized that existing facilities in the City do not fully meet the community's needs and limit opportunities that exist.

The GSDC invited a number of community groups to discuss the possibility of developing a multiuse centre to address this need. They strongly endorsed the idea. A task force was formed by the GSDC to carry out preliminary research on potential uses for a multiuse centre and to compare facilities found in other cities across Canada. Past local studies were also referred to in the research.

Other Canadian cities of similar size were studied and compared to determine how municipalities have invested in and supported projects such as performing arts facilities, public meeting spaces and community cultural spaces. Some examples studied include:

- Thunder Bay Community Auditorium - a first class performing arts theatre with banquet and meeting facilities,
- North Bay's Capitol Theatre and WKP Art Gallery,
- Charlottetown's Confederation Centre of the Arts - a multiuse centre that includes a convention centre, performance centre, library and art gallery,

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Windsor's Cleary International Centre – a waterfront facility featuring 40,000 square feet of meeting space and a 1,500-seat performing arts centre.

Preliminary research also identified the need for space in the City of Greater Sudbury that could include:

- a larger venue for performing arts,
- enhanced library facilities,
- art gallery and public art space,
- exhibition space,
- expanded reception/banquet facilities,
- centralized archive storage,
- office space for cultural organizations,
- a central heritage space,

The following are a few examples:

- The current building housing the Mackenzie Street Library is at capacity thus limiting the programs that can be offered.
- Aside from the Sudbury Arena, the largest venue for performances is the Fraser Auditorium with a capacity of 664 seats. The Sudbury Symphony Orchestra uses this venue with sell-out performances. The capacity to expand its program is limited. Furthermore, the Fraser Auditorium is only available for rental on weekends and is solidly booked.

Cambrian College and Laurentian University require a community auditorium for events having more than 500 delegates. Sudbury's current average capacity is 400 delegates. Research indicates that Sudbury can support a space that can accommodate 1,000 delegates. This would certainly improve Sudbury's ability to attract larger conventions and enhance the tourism industry.

- There is a need by various organizations for a combined municipal archive. The municipality requires centralized storage as does the Sudbury Public Library and the Art Gallery of Sudbury.
- While there are small theme based museums in Sudbury, there is no central facility that fully tells the story of Sudbury.

These needs will become more specific once a formal planning process commences.

The Vision – Building a Dream

It is important to develop new attractions and key amenities that build pride in our community. We are no longer just a mining town.

- The late 70's and early 80's were a time when Greater Sudbury was experiencing a severe downturn in the mining industry. Municipalities pulled together to set unprecedented direction and goals for economic renewal. The planning for Science North began in 1979 by the Sudbury Regional Development Corporation. It began as a dream that would ignite a thriving tourism industry. With strong municipal leadership, and innovative public and private sector partnerships, Science North opened in 1984. It has greatly surpassed all of the community's expectations, becoming a world-recognized science attraction. Several phases of expansion and new attractions, including the recent addition and current expansion of Dynamic Earth, have successfully anchored a vibrant tourism trade for Sudbury.

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- The creation of SNOLAB is a testament to the strength of the particle astrophysics community in Canada and, in particular, to the success of the Sudbury Neutrino Observatory experiment that brings together some of Canada and the world's top researchers to Sudbury.
- The proposed Living with Lakes Centre's innovative, high performance green building design will be a world class building and a legacy for Sudbury's world wide reputation for being responsible and innovative in its land and water reclamation efforts.

Imagine what the Bell Grove site looked like in 1980, without Science North, and development like the Jim Gordon Walkway through Bell Park. It is important to carry on this tradition, build on past successes and further develop our reputation for innovation. Our vision would be to develop a facility that would reflect our sense of pride, and build on our reputation for taking risks and being innovative, while at the same time beautifying the community and serving the needs of our citizens. In 20 years, we will again look back with pride to what the Multiuse Centre has achieved for our community.

The Time is Now

In his state of the City address, Mayor David Courtemanche confirmed that our city is entering a new era of growth.

Our economy is growing and people are returning because of the job opportunities. Our economic strategies are working in multiple sectors - the mining supply and service cluster; tourism; health research and renewable energy.

The upcoming merger between Inco and Falconbridge is expected to have a very positive effect on the economy. Coupled with continued high demand for nickel and copper from China and India, the future looks very good for Sudbury. Commenting in the February 9, 2006 Sudbury Star on the outstanding fourth quarter operating results released by Falconbridge, Laurentian University School of Commerce and Administration professor Jean-Charles Cachon said the proposed merger is a "fantastic deal" that should have happened years ago. "It will create vast new opportunities in the Sudbury Basin. In the next 10 years, it will mean hundreds of millions in investment in Sudbury," he said, adding such investment will translate into long-term jobs. "The Sudbury Basin is so rich, and there is so much that has been invested in it, that it will probably go on for another few hundred years."

There are a number of major projects that are completed or underway - the Northern School of Medicine and the Regional Cancer Care Treatment Centre expansion. The Sudbury Regional Hospital is poised to resume construction, and there is the 12-year plan to complete Highway 400 to Sudbury.

These initiatives create jobs and work to attract professionals, youth and new talent.

Now is the time when the economy is good to pursue such a centre and build the infrastructure that fosters a vibrant, creative and healthy community with an excellent quality of life.

Next Steps

While significant in-house research was undertaken in the last year, GSDC is requesting Council's endorsement of the project before going further. This next step will allow the project team to proceed and specify the necessary expertise to take this project to the next level. This includes:

Timeline

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| • A review of present arts and cultural facilities to validate their adequacy or inadequacy based on the response of arts oriented and other members of the community, | Q2, 2006 |
| • Determining the specific nature of the facilities required, | Q3, 2006 |
| • Summarizing usage estimates, | Q3, 2006 |
| • Defining preliminary development options and location options including site analysis. | Q4, 2006 |
| • Developing a facility design and concept, | Q1, 2007 |
| • Establishing a range of capital costs and sources of funding, | Q1, 2007 |
| • Establishing operating estimates, | Q2, 2007 |
| • Commissioning a fundraising feasibility study and campaign, and | Q2, 2007 |
| • Presenting final recommendations to City Council. | Q2, 2007 |

The exact cost to undertake this work has not been finalized. Once the project team is assembled, the scope of activity will be refined, a budget will be developed and funding partners will be approached for assistance. We are requesting that Council earmark up to \$250,000 from the Economic Development Capital Envelope to establish City's commitment to the project and give us authority to apply for assistance.

The Need for City & Council Commitment

Prior to endorsing the vision for a multiuse facility, Council must also be made aware that ongoing municipal support is traditionally required for such a facility.

For example, when cities with performing arts venues were compared, annual municipal operating support ranged from \$125,000 (North Bay Capitol Theatre) to \$1.2 million (Centre in the Square Performing Arts Centre, Kitchener/Waterloo). Annual municipal capital support for these centres averaged \$200,000. It should be noted, however, that while there is a need for operating assistance from the municipalities, the operating budgets for these two centres were \$3.4 million and \$8.0 million, respectively, representing a significant positive impact to each city's economy.

Annual budget shortfalls for public meeting spaces in the examples reviewed ran from \$300,000 (London Convention Centre) to \$750,000 (Cleary International Centre). Annual budgets for these two centres were \$800,000 to \$3,000,000, respectively.

Benefits of a Multiuse Centre

Beyond the annual operating budget injection that a multiuse centre would bring to the economy, there are additional direct and indirect benefits. Together, they should outweigh the costs. Consider the following:

- Five to ten large two-day conventions (700-1,000 delegates) would generate up to \$5 million indirect spending, more than 170 direct and indirect jobs, with \$3.3 million in payroll, almost \$5 million in value added, \$2 million in new tax revenues, including \$250,000 for the City. These could be supplemented by trade shows and other events.

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- In examining performing arts and similar venues, and based on the Sudbury Theatre Centre experience, approximately 2.75% of the audience would come from out of town, staying an average of 1.5 days at hotels, eating at local restaurants, and visiting local attractions and merchants. Performing arts centers in North Bay and Thunder Bay have annual attendance of 50,000 to 80,000. If a larger centre were to be built in Sudbury, it could attract at least the same attendance, representing 2,000 out of town visitations and over \$600,000 in direct spending. Local patrons and the volunteer base also frequent restaurants or night club establishments before or after a show.
- Guest artists, performers, and speakers would also contribute positively to the economy by staying in hotels and eating at local restaurants.
- New jobs would be created not only to build the facility, but also to manage and run it. For a performing arts centre, this can range from 7 to 13 full time jobs with part time staff hired for events. Jobs for museums, an art gallery or a library can each range from 5 to 28 full time equivalents. Jobs for public meeting spaces can range 7 to 12 full time staff along with required part time service and catering staff for events.

There are other softer, but equally important benefits.

- If arts and culture is incorporated into the centre, the facility could serve to anchor an arts and culture district in Sudbury.
- The centre will stimulate the economic status of the surrounding district, enhance surrounding business and create spin off activity.
- The centre will become another tourism destination point enhancing the tourism trade.
- The City of Greater Sudbury will be in a more competitive position to attracting and retaining youth, professionals and other citizens by offering an enhanced quality of life.