

Place des arts APPENDICES to Report to Council

September 13, 2016

APPENDIX 1 – ALIGNMENT WITH STRATEGIC PRIORITIES

As reported in the April 6th staff report, *Summary and Analysis Report on Large Projects Presented at Public Input Meeting of November 27, 2015* presented to Council on April 12th, 2016, the Place des arts project aligns with the City's strategic priorities in the following ways:

Relevance and relationship to *Greater Together: Corporate Strategic Plan 2015-2018*

Growth and economic development

- Place des arts has identified its preferred site as being in the downtown core; activities held at the centre would attract people to the downtown, creating an overall more vibrant downtown experience.
- The centre could foster economic activity within the arts sector, diversifying the local economy.

Responsive, fiscally prudent open government

- Place des arts has been actively working with likeminded organizations to maximize available resources.
- ROCS has developed a comprehensive feasibility plan for the centre, as well as business plans for the bistro and rental availability, all of which helps to ensure that public support is being invested according to sustainability of the centre's operations.

Quality of life and place

- The programming through Place des arts would promote a quality of life that attracts and retains youth and also appeals to professionals, seniors and the community at large, taking into consideration all of Greater Sudbury.
- The centre would provide a publicly accessible space to provide opportunities for a variety of arts and community uses.

Sustainable infrastructure

- Place des arts building drawings demonstrate a commitment to sustainable building practices.

Relevance and relationship to *Greater Sudbury Cultural Plan (2015)*

Creative Identity

- A dedicated arts centre would contribute towards "growing beautiful environments that reflect the cultural richness and heritage of the city and designing infrastructure with intention and creating a cultural estate".
- Place des arts would allow organizations to expand their programming potential and increase accessibility over a variety of audiences.
- The centre could showcase the community's strong francophone identity and cultural diversity.

Creative People

- Place des arts would support the retention of talent within the creative industries, creating an environment that supports these cultural workers.

Creative Places

- Place des arts is geared to be a shared space used by core tenants (ROCS members) as well as others in the community. As a result they could maximize synergies and incubate creative initiatives among users.

- By leveraging economies of scale and with public subsidies, Place des arts would allow for affordable and accessible professional cultural spaces.

Relevance and relationship to *From the Ground Up* Community Economic Development Strategic Plan
“Nationally recognized centre of artistic excellence, vibrancy and creativity”

- A dedicated arts facility that houses a variety of artistic disciplines would create a centralized hub of activity that reflects the cultural richness and heritage of Greater Sudbury.

“A quality of place and lifestyle that is second to none”

- Place des arts would bring ROCS members activities in one primary venue, which could encourage an increase in programming capacity. This would enhance the variety and awareness of events that contribute to quality of life and downtown revitalization.

“One of Ontario’s top tourism destinations”

- A performing arts centre/gallery is listed as a high priority use for investments in facilities needed to support the growth of tourism.
- Place des arts would house a year round calendar of events that would contribute towards product and experience development.

Relevance and relationship to Downtown Master Plan

- The Place des arts was identified as one of 17 key projects approved by Council in August 2012 in the implementation of the Downtown Master Plan.
- Place des arts would represent the first multi-disciplinary professional arts centre in the city, which would put Sudbury on the map within the region and also likely on a national scale.
- The centre has the potential of “creating a destination attraction in the Downtown” area, which is one of the objectives listed in the Downtown Master Plan.

Relevance and relationship to EarthCare’s Active Transportation Plan

- Place des arts would benefit from having ground level public space providing infrastructure that supports active lifestyles. Having sheltered bicycle parking, an outdoor four-season water fountain along with the proposed shower facilities for staff – these are all considerations that would encourage active transportation.
- There may be potential to explore these and other opportunities as part of any partnership agreement resulting from a municipal investment in this project

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APPENDIX 2 - IMPACT ON EXISTING FACILITIES

The following organizations were contacted to seek their input on perceived impact of Place des arts:

- Sudbury Theatre Centre (seats 289)
- Theatre Cambrian (seats 234)
- Sudbury Secondary School's Sheridan Auditorium (seats 450)
- United Steelworkers Hall (seats 120)
- Thornloe University's Ernie Checkeris Theatre (seats 157)

The responses received imply that these organizations support the development of Place des arts. There was indication that widespread community engagement would be instrumental in this project's success. Place des arts plans to broaden its reach into the community over the next two years, including part of its capital fundraising campaign. Below are excerpts from the responses:

"We do not currently have the capacity to offer office and administrative space to outside organizations, or to have a boutique...we cannot accommodate all the requests that we receive for rentals. This seems to indicate that the demand is greater than the supply, and that therefore the Place des arts project will be able to meet some of that demand...It will be our challenge to keep our own space renovated, up to date, and to offer quality service to keep our clients interested in our venue."

"Our view is that if the centre as proposed fills the need of the Francophone community and meets some of the additional demand that exists in the overall community, it will only go to create and support a bigger and more thriving arts scene in Sudbury, which will ultimately benefit us all...We also view this as an opportunity to create some partnerships in the future."

"We feel confident that as long as we maintain to offer quality programming and excellent service, and if we continue our positive relationships with some of the partners in the Place des arts project, that this additional facility in our community will benefit and strengthen the arts and culture scene in all languages. We feel that rather than competing, our organizations will find ways to offer complimentary programming and services for an ever growing and diverse community in Sudbury."

"Although we will see a potential reduction in rental revenue from the booking [we] fully support the development of Place des arts."

"Firstly I would like to commend the council for identifying this as a priority. I know I am not alone in thinking that a new arts facility that could house small groups of all art forms an essential ingredient in the reimagining of our Sudbury into a vital downtown core with a vibrant culture life which will in turn also serve to stimulate further growth."

"I think it is imperative that the arts spaces be made available to the trilingual/tricultural community that it is meant to serve, and that same community which will, no doubt, be supporting it over time. I commend the innovation of the founding members. Their perseverance and sustained efforts over time has brought the project this far. However, as it continues to move forward, I think it is important to include some representation from other groups in the planning of the facility."

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APPENDIX 3 – INDUSTRY SCAN OF ARTS CENTRES

Staff has reviewed the approaches taken by other municipalities that support arts centres. The table below provides examples of capital and operating contributions. In some cases, where the centre is owned and run by the municipality, the City's contribution is significantly higher than in other communities where the City provides funding to an external organization and it is leveraged through contributions from private donors and other levels of government. Other variables that impact comparisons included the governance model, whether the building was purpose built or renovated from a prior use and the inclusion of self-generating revenue enterprises within the centre.

Centre	Main Hall	Governance	Capital Contribution		Annual Operating Contribution	
			City contribution	City contribution of total construction cost	City contribution	City contribution of total operating budget
Capitol Centre, North Bay	934 seats	Building owned by the City and centre is run by external not for profit organization	N/A – City owned building leased to Capitol Centre for \$10 every 20 years, renewable	N/A – City acquired building in 1986 and provides an annual capital grant which is leveraged towards other funding for facility repairs and upgrades as needed	Approximately \$345,000 annual operating grant and \$200,000 annual capital grant, both subject to review as part of annual budget process + tax abatement	Approximately 28% of operating and capital budgets
Living Arts Centre, Mississauga	1,315 seats	Building owned by the City and centre is run by external not for profit organization	N/A – City owned building leased to Living Arts Centre for 11 year term, renewable	NA – Building was built in 1997 for \$75,000,000	Approximately \$1,800,000 annual grant to cover janitorial, utility and security costs + tax abatement	Approximately 19% of operating budget
Burlington Performing Arts Centre	718 seats	Operated by external not for profit organization	Approximately \$15,000,000 + land	Approximately 50% of \$30,000,000 construction cost in 2009	Approximately \$975,000 operating and project grant	Approximately 30% of operating budget
Shenkman Arts Centre, Ottawa	500 seats	Operated by the City in collaboration with seven of the Centre's "Resident Arts Partners"	Building developed as a public-private partnership, private owner leases the building to the City for approximately \$1,400,000 per year for 30 year lease	Total construction cost was \$37,800,000 in 2008 paid for by private developer	Approximately \$3,500,000	87% of operating budget
<i>Place des arts, Greater Sudbury</i>	<i>Approx 300 seats</i>	<i>Proposed to be owned and run by external not for profit organization</i>	<i>Requesting \$5,000,000</i>	<i>17% of \$29,960,000 construction cost</i>	<i>Requesting \$200,000 beginning in 2020</i>	<i>Requesting 15% of operating budget</i>