



La **place** des Arts

Foyer d'excellence et lieu rassembleur
A centre of excellence and a shared facility

Presented to Greater Sudbury's Municipal Council
Présenté au Conseil municipal du Grand Sudbury

27 novembre 2015



Regroupement des
organismes culturels
de Sudbury



ROCS' Members

Membres du ROCS

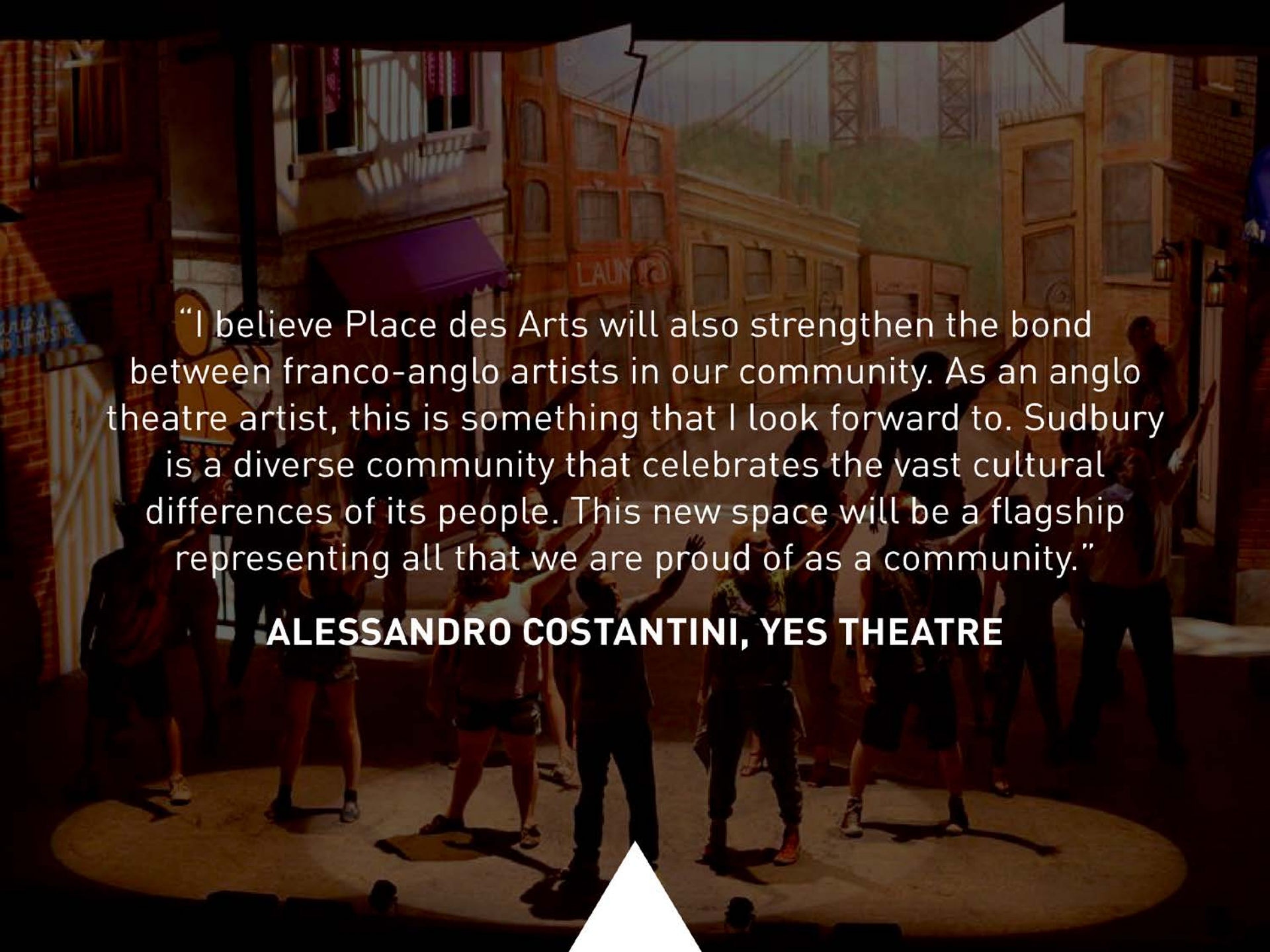
- ▶ Carrefour francophone de Sudbury (1950)
- ▶ Centre franco-ontarien de folklore (1960)
- ▶ Théâtre du Nouvel-Ontario (1971)
- ▶ Concerts La Nuit sur l'étang (1973)
- ▶ Éditions Prise de parole (1973)
- ▶ Galerie du Nouvel-Ontario (1995)
- ▶ Salon du livre du Grand Sudbury (2004)



Today's Presentation

Présentation d'aujourd'hui

1. How far we have come
2. Where to go from here
3. How do we get there
4. The business case
5. The pitch

A group of diverse young people are dancing on a circular stage. The background features painted backdrops of city buildings, including one with a 'LAUNDRY' sign. The scene is lit with warm, stage lights. The text is overlaid on the image.

“I believe Place des Arts will also strengthen the bond between franco-anglo artists in our community. As an anglo theatre artist, this is something that I look forward to. Sudbury is a diverse community that celebrates the vast cultural differences of its people. This new space will be a flagship representing all that we are proud of as a community.”

ALESSANDRO COSTANTINI, YES THEATRE

Geneviève Pineault,
Artistic Director of
Théâtre du Nouvel-
Ontario, receiving the
**Premier's Award for
Excellence in the arts,**
with the Minister of
Tourism, Culture &
Sports, the Honorable
Michael Coteau.

September 2014, Toronto (Ontario)





La Slague, circa 1981



850

ACTIVITÉS PAR ANNÉE
ACTIVITIES PER YEAR



Rendering of the Place des Arts, at the corner of Larch and Elgin Street
Dessin préliminaire de la Place des Arts, coin des rues Larch et Elgin

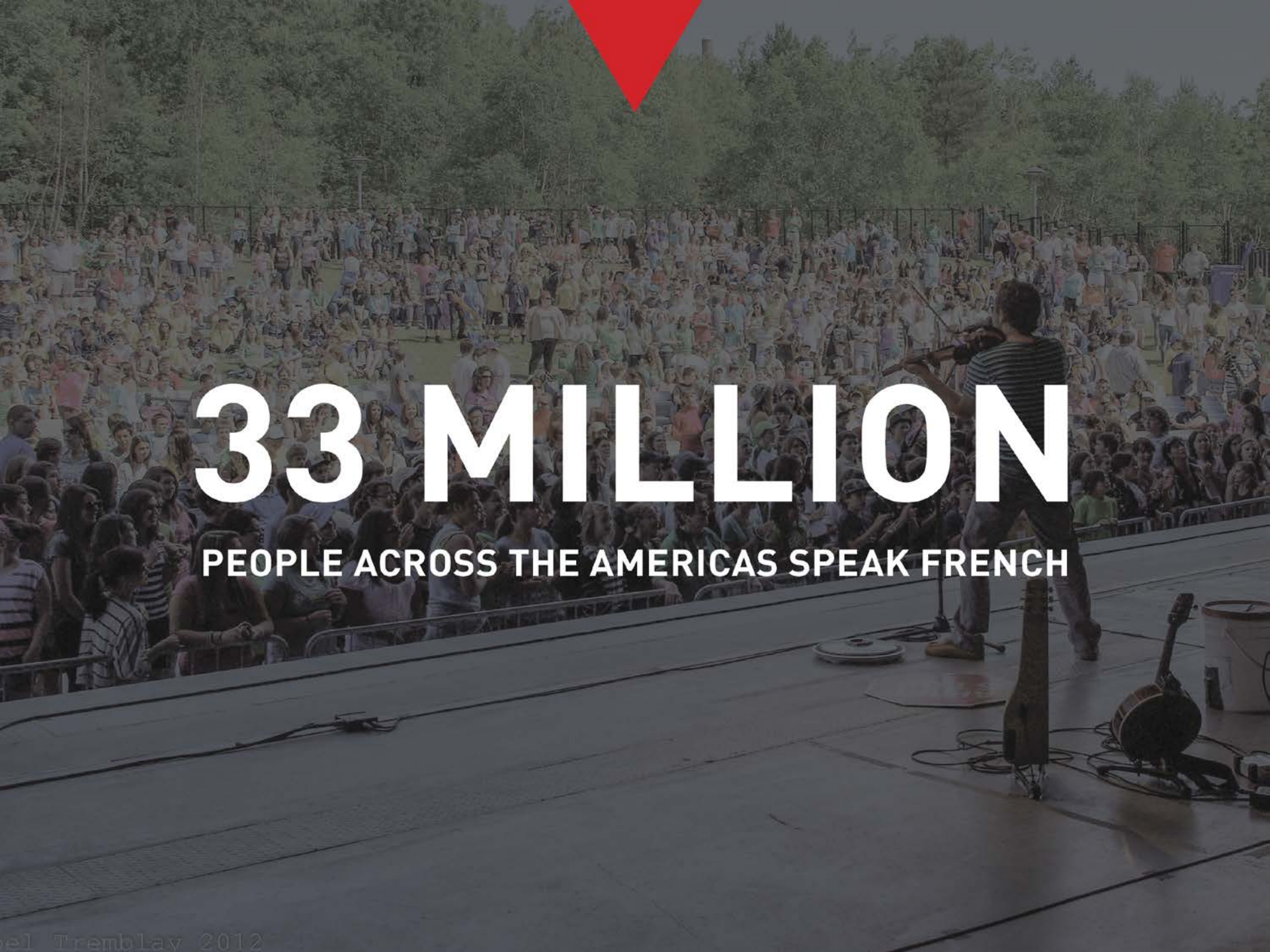
Atelier Pierre Thibault, 2015



“Density offers hope:
[...] The denser we make our cities,
the more we can sustain ecosystems.”

**BRUCE MAU AND THE INSTITUTE WITHOUT BORDERS,
MASSIVE CHANGE**



A large crowd of people is gathered at an outdoor festival, filling a grassy area and bleachers. In the foreground, a musician stands on a stage, playing a violin. Various musical instruments and equipment are visible on the stage floor. The background is filled with trees and a clear sky. A large red triangle is positioned at the top center of the image.

33 MILLION

PEOPLE ACROSS THE AMERICAS SPEAK FRENCH

A large crowd of people is gathered at an outdoor concert. In the foreground, a violinist is performing on a stage. The background is filled with a dense crowd of spectators. A red triangle is visible in the top center of the image.

275 MILLION

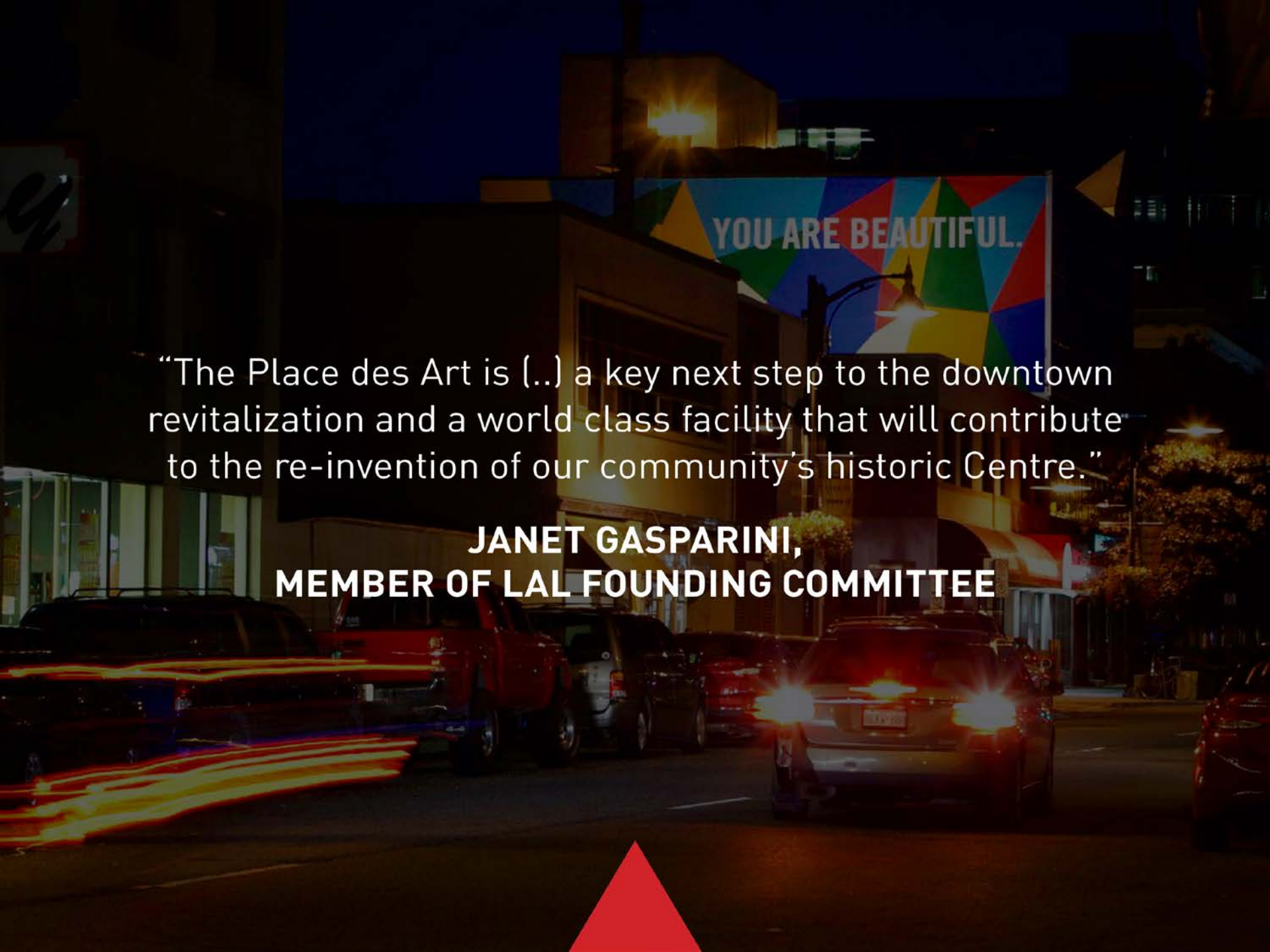
FRENCH SPEAKERS WORLDWIDE



“[Place des Arts] would create a hub of professional arts activities that would act as a catalyst, creating a bloom of artistic innovation and collaboration to spread throughout our city. This kind of project is one that will forge a permanent ‘watershed’ for the arts in Northern Ontario, forever changing the artistic landscape.”

ALEXANDRA LEE, SILVER BIRCH STRING QUARTET



A nighttime photograph of a city street. In the background, a large, colorful geometric mural is visible on a building facade, featuring the text "YOU ARE BEAUTIFUL." in white capital letters. The mural is composed of various colored triangles. In the foreground, several cars are parked along the street. A car in the lower left has long, horizontal light trails in red, orange, and yellow, suggesting motion. A car in the lower right has its headlights on, creating a bright glow. The overall scene is dark, with streetlights and car lights providing illumination.

“The Place des Art is (..) a key next step to the downtown revitalization and a world class facility that will contribute to the re-invention of our community’s historic Centre.”

**JANET GASPARINI,
MEMBER OF LAL FOUNDING COMMITTEE**

A solid red triangle pointing upwards, located at the bottom center of the image.





50,000

ENTRÉES PAR ANNÉE
VISITS PER YEAR

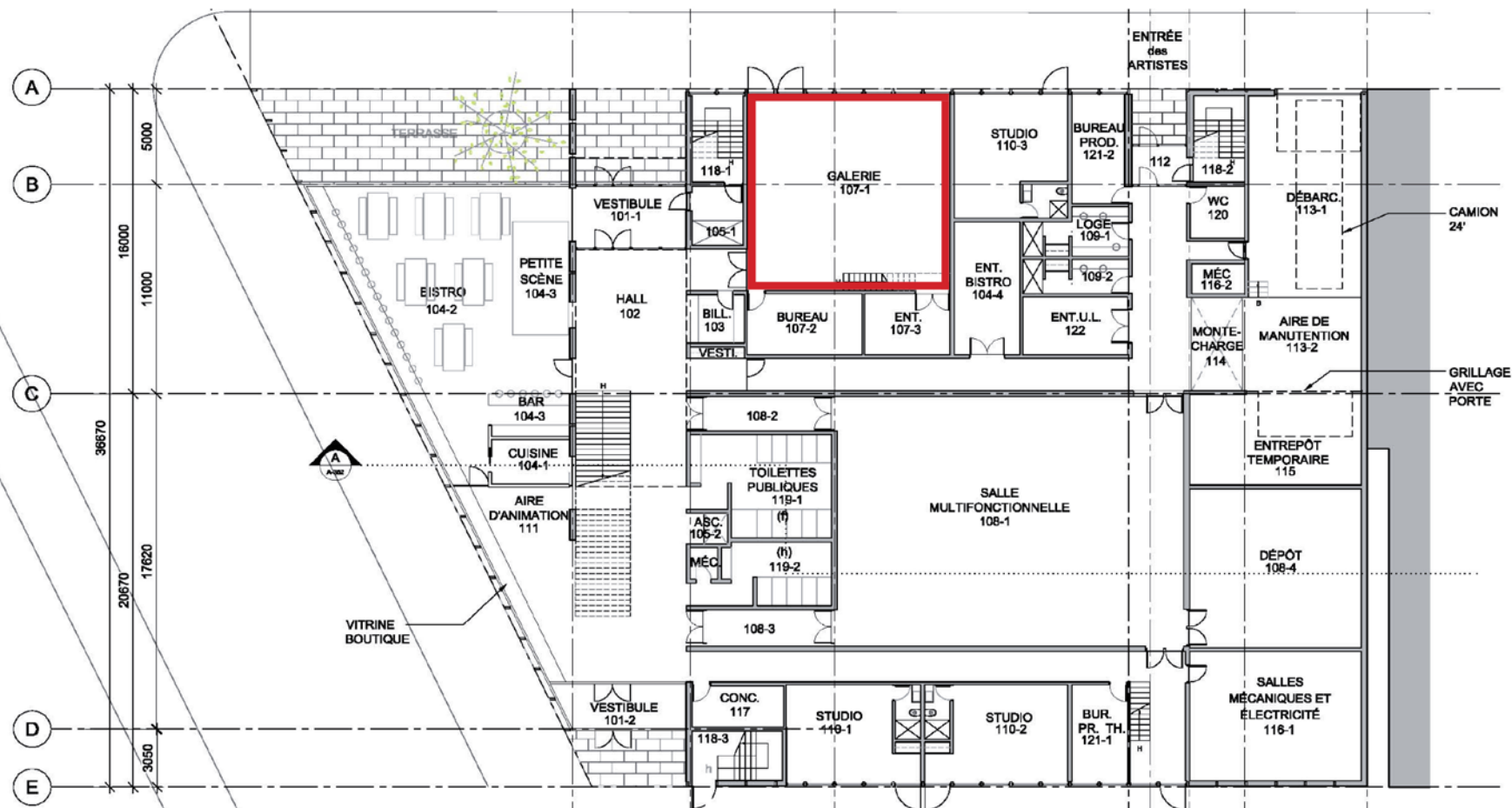


Rendering of the Bistro, Place des Arts
Dessin préliminaire du Bistro, Place des Arts

Atelier Pierre Thibault, 2015

The Contemporary Art Gallery

La galerie d'art actuel



1

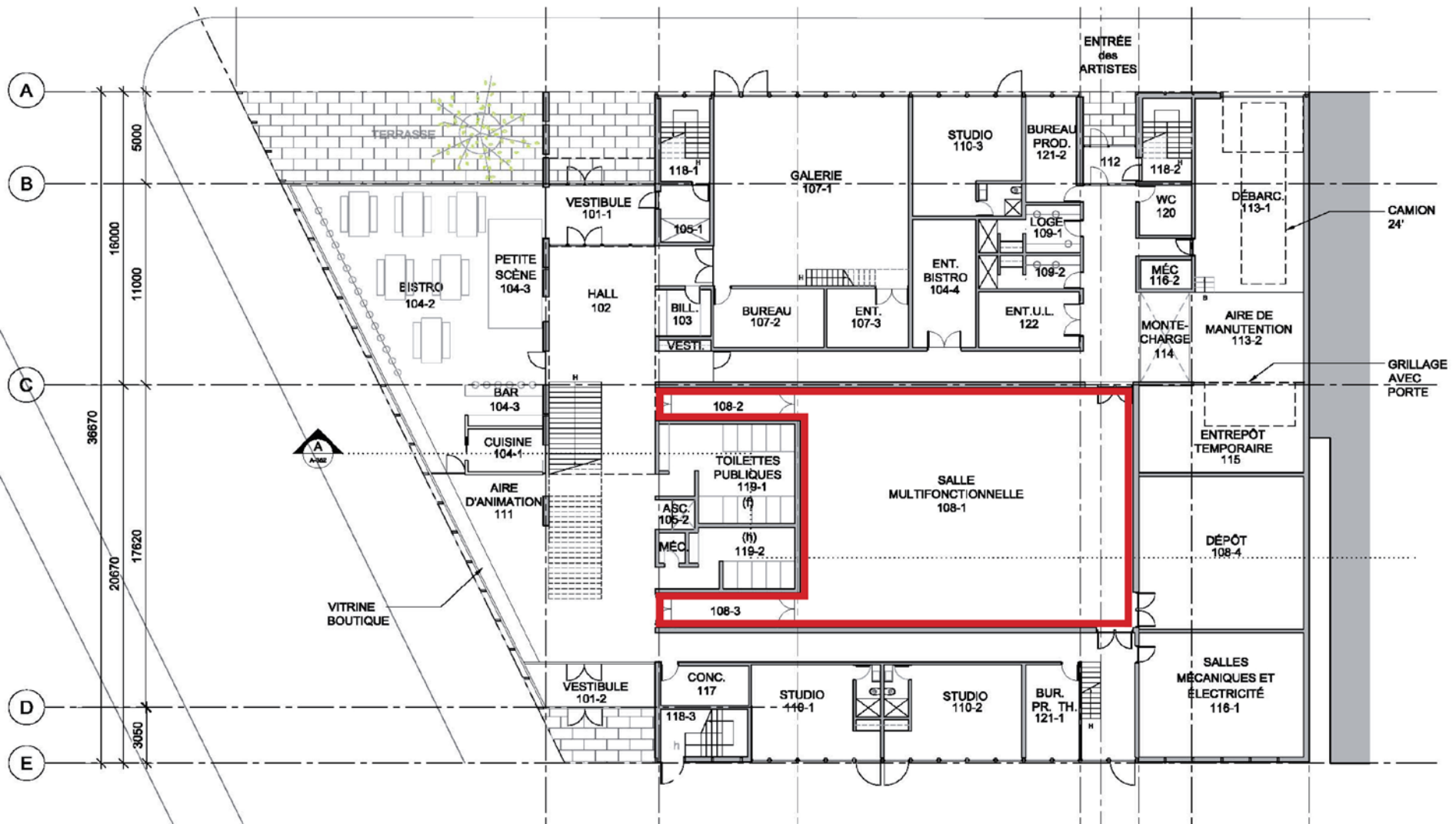
NIVEAU 1

ÉCHELLE 1:250

A group of people are in a dance studio, practicing contemporary dance moves. In the foreground, a woman in a white t-shirt and black pants is performing a high kick, with her right leg extended upwards and her left leg bent. She is smiling and looking towards the camera. In the background, other people are also practicing, with some standing and some in motion. The studio has a dark floor and white walls. A red triangle is visible in the bottom right corner of the image.

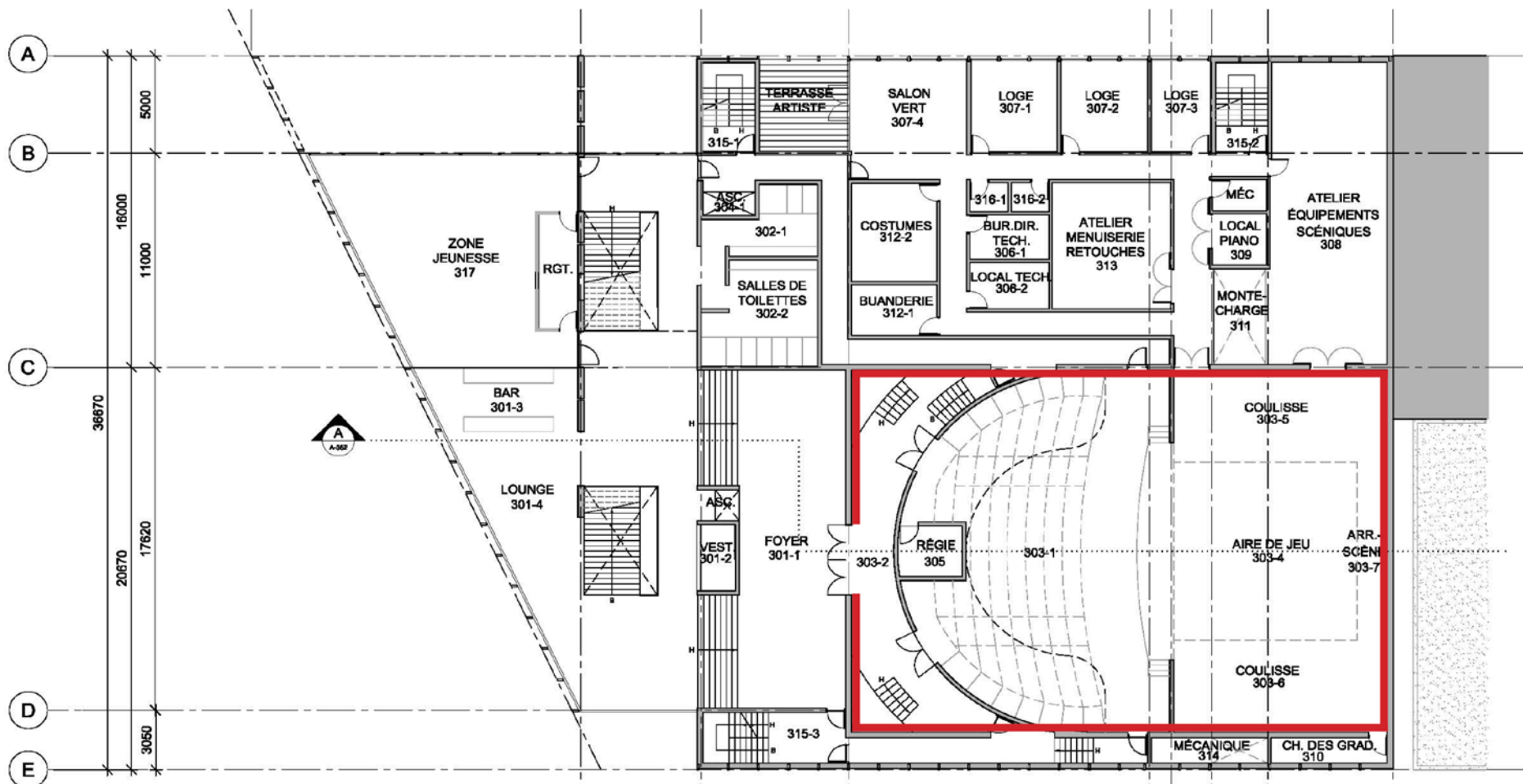
“Laurentian University plans to pursue its collaboration with the ROCS and Place des Arts over the next several years as this major endeavour moves forward.”

DOMINIC GIROUX, UNIVERSITÉ LAURENTIENNE



The Main Performance Hall

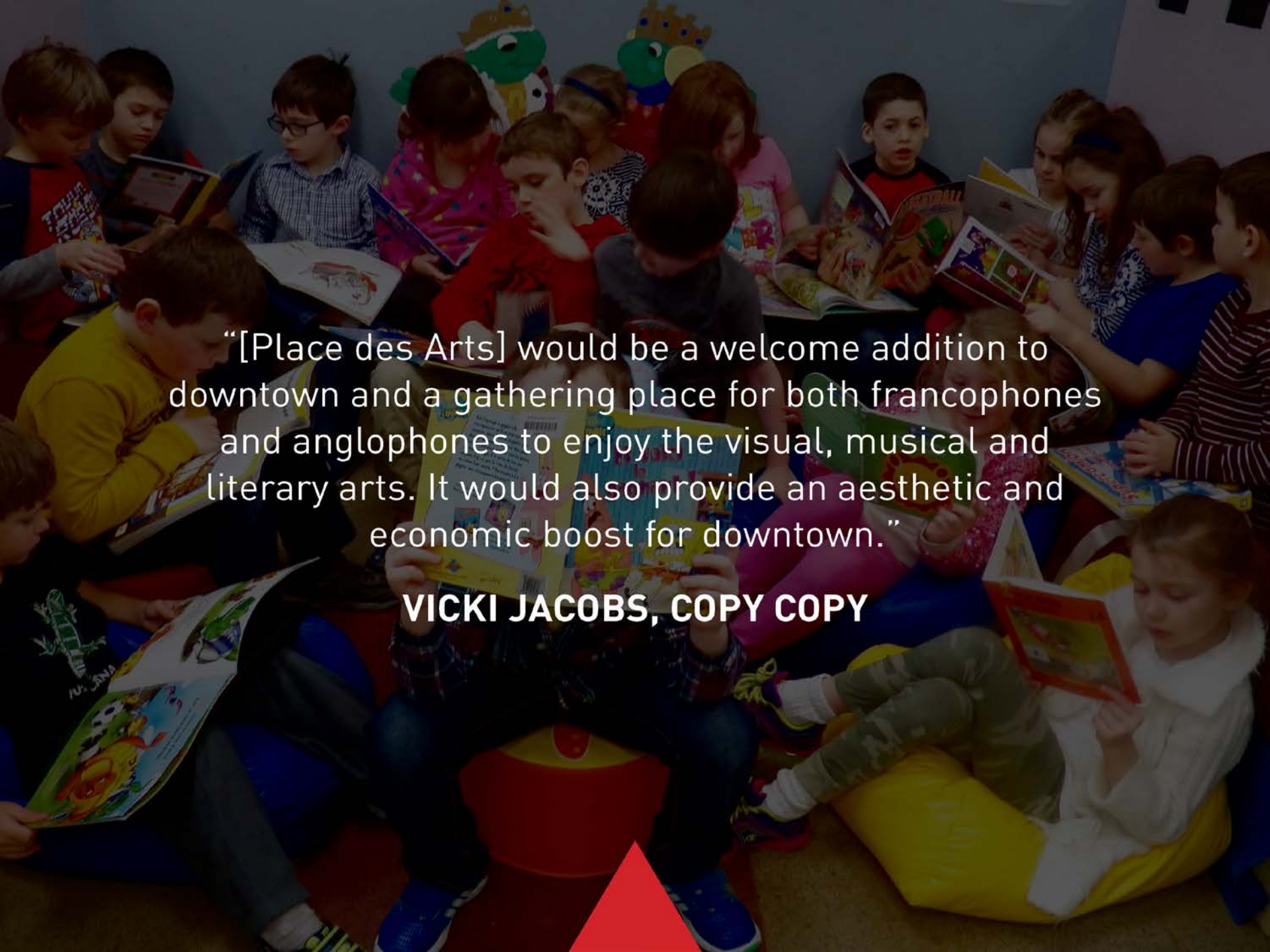
La salle de spectacle





Rendering of the Foyer of the Main Hall, Place des Arts
Dessin préliminaire du foyer du théâtre, Place des Arts

Atelier Pierre Thibault, 2015

A group of approximately 15-20 children of various ages are sitting on a carpeted floor, surrounded by colorful beanbag chairs. They are all focused on reading books or magazines. The children are dressed in casual clothing, and the background shows a simple room with a light-colored wall and some decorative items. The text is overlaid on the center of the image.

“[Place des Arts] would be a welcome addition to downtown and a gathering place for both francophones and anglophones to enjoy the visual, musical and literary arts. It would also provide an aesthetic and economic boost for downtown.”

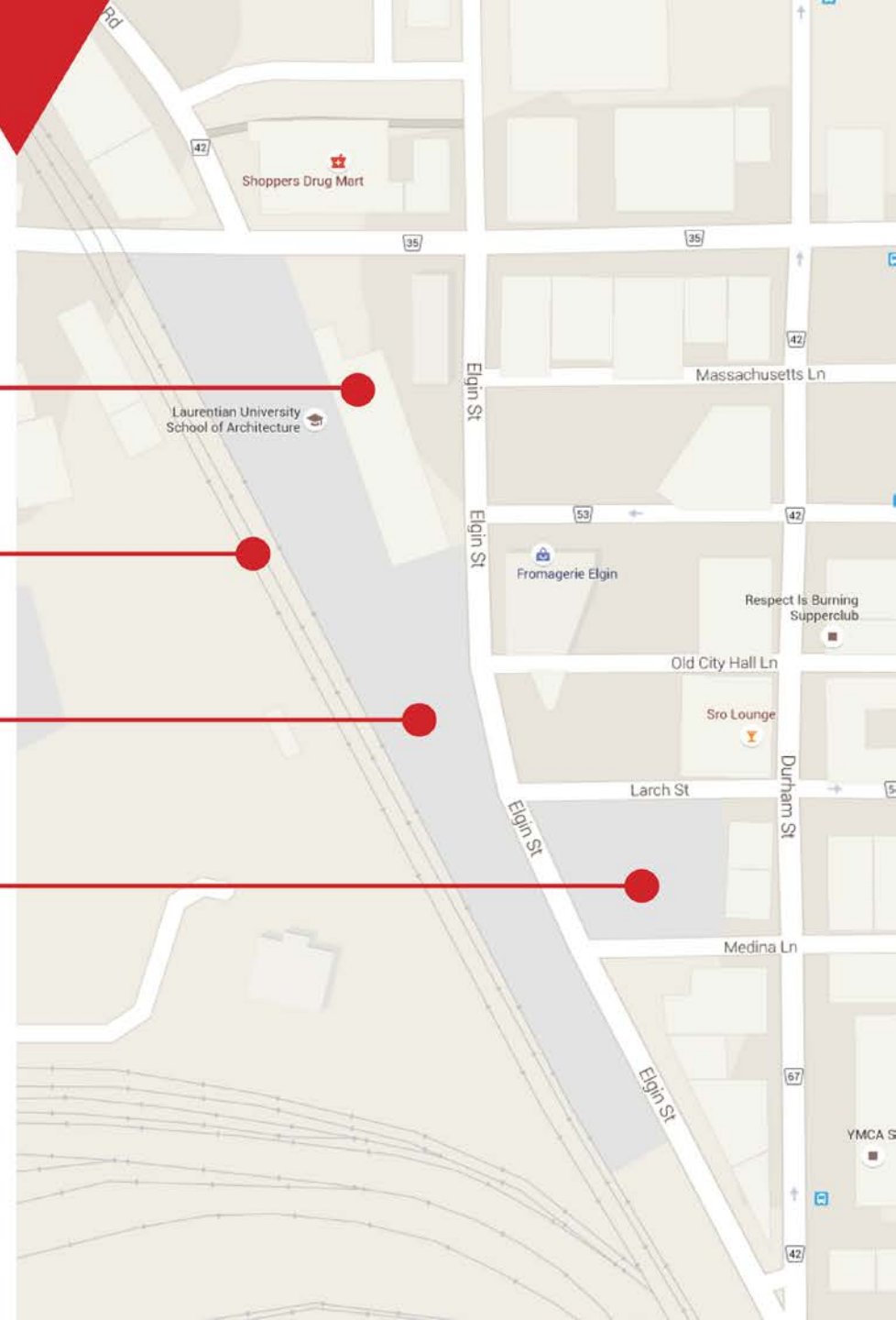
VICKI JACOBS, COPY COPY

Laurentian Architecture
Laurentienne

Railroad

Elgin Greenway

Place des Arts





- ▶ Right size of land.
- ▶ Right size for the ROCS and its partners.
- ▶ Right size for education purposes.
- ▶ Right size for growth.

Investment

Investissement

REVENUE SOURCES SOURCES DE REVENUS	%	(\$M)
Government of Canada	41.5 %	\$12.46 M
Government of Ontario	29.2 %	\$8.75 M
► City of Greater Sudbury	18.4 %	\$5.50 M
Fundraising Campaign	10.8 %	\$3.25 M
TOTAL REVENUES	100 %	\$29.96 M



“We quickly realized that Place des Arts would have a positive and long-lasting impact on the health and quality of life of the residents of Greater Sudbury, be they francophone or anglophone, as a result of the centre’s impact on the social determinants of health.”

**DENIS CONSTANTINEAU, EXECUTIVE DIRECTOR
CENTRE DE SANTÉ COMMUNAUTAIRE DU GRAND SUDBURY**



Occupancy Analysis

14 regular users

Analyse d'occupation

14 utilisateurs réguliers

CREATION, PRODUCTION & PRESENTING FACILITIES	OCCUPANCY (days)
Performance Hall	211
Multipurpose Studio	238
Bistro	122
Art gallery	365
Youth Studio	205
Community Arts Workshop	100



The Business Case

Le modèle d'affaires

	REVENUES (in K)	YEAR 1	YEAR 5	% IN YEAR 5
SELF-GENERATED	Rentals	435	465	34.4 %
	Services	333	414	30.7 %
	Donations & sponsors	30	60	4.4 %
	SUB-TOTAL	798.6	940	69.5 %
	Public funding (operating & projects)	435	412.5	30.5 %
	TOTAL INCOME	1 233	1 353	100 %

A grayscale portrait of Mark Palumbo, a man with glasses and a slight smile, wearing a dark striped shirt. The image is the background for the text.

“I am very impressed with the considerable thought and unique approach that has gone into this project and the collaborative effort of its proponents.”

**MARK PALUMBO,
RECIPIENT OF THE 2008 COMMUNITY BUILDERS' AWARD
FOR THE ARTS, STC HONOURS RECIPIENT 2015**

A solid red triangle pointing upwards, located at the bottom center of the image.

The Business Case

City's annual support

Le modèle d'affaires

Soutien annuel de la Ville

CENTRES	TOTAL FOOTAGE (in sq.ft)	CITY'S ANNUAL SUPPORT	COST PER SQ. FOOT	% OF BUDGET
Shenkman (Ottawa)	86,000	\$3,5 M	\$40.70	87 %
Arts Court (Ottawa)	160,000	\$2,5 M	\$15.62	92 %
LNS (Ottawa)	23,229	\$398 K	\$17.08	40 %
► Place des Arts	60,354	\$200 K	\$3.31	15 %
MAI (Montréal)	n/a	\$420 K	n/a	70 %
Roundhouse (Vancouver)	n/a	\$1 M	n/a	50 %



Economic Impact

For the City of Greater Sudbury
and the community

Impact économique

Pour la ville du Grand Sudbury
et la communauté

	IMPACT ON GDP (\$M)	NUMBER OF JOBS CREATED
Construction	18.7	180
Operating Budget	1.7	29
Tourism	7.5	111

Source: Tourism Regional Economic Impact Model,
Ministry of Tourism, Culture and Sports of Ontario



A Significant Contribution

Une contribution majeure

- ▶ Attractiveness of the downtown
- ▶ Francophone culture is more dynamic
- ▶ Creative workers chose to stay or return
- ▶ Enriched cultural life increases the number of tourists
- ▶ The Place des Arts is a gathering place for the whole community



**Feasibility Study
Recommendations**

**Recommandations
de l'étude**

3 conditions to be met prior to construction

The City of Greater Sudbury confirms:



1. Priority status of the project;



Feasibility Study Recommendations

Recommandations de l'étude

3 conditions to be met prior to construction

The City of Greater Sudbury confirms:

- ☒ 1. Priority status of the project;
- ☒ 2. Transfer of the land
(in 2018, subject to project completion);



Feasibility Study Recommendations

Recommandations de l'étude

3 conditions to be met prior to construction

The City of Greater Sudbury confirms:

- ☒ 1. Priority status of the project;
- ☒ 2. Transfer of the land
(in 2018, subject to project completion);
- ☒ 3. Inclusion of the project in its
capital budget (\$5M).

A black and white photograph of Jane Jacobs, an older woman with short, curly hair and glasses. She is wearing a dark sweater and a multi-strand necklace of large, light-colored beads. She is holding a large, crumpled piece of paper or a map in her right hand, pointing at it with her index finger. The background is dark and out of focus, showing some architectural details like a door handle. The image has a semi-transparent dark overlay.

“Designing a dream city is easy;
rebuilding a living one takes imagination.”

JANE JACOBS

A solid red triangle pointing upwards, located at the bottom center of the image.

