

Request for Decision

Corporate Sponsorship for Grace Hartman Amphitheatre

Presented To: Community Services Committee

Presented: Monday, Jan 20, 2014

Report Date Wednesday, Jan 08, 2014

Type: Managers' Reports

Recommendation

WHEREAS options are being considered for further investment into the Grace Hartman Amphitheatre, and;

WHEREAS there has been a recent interest in opportunities for corporate sponsorship of the facility;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury issue an Expression of Interest to pursue the opportunity for corporate sponsorship for the Grace Hartman Amphitheatre.

Finance Implications

No financial implications at this time.

Background

The Original Project

In 2009 Council of the City of Greater Sudbury approved the application to the Infrastructure Stimulus Fund for the redevelopment of the Grace Hartman Amphitheatre (GHA). The application was successful, and in 2010 the project was initiated.

In September 2010 it was announced that the CGS had also been successful in securing a grant from the Northern Ontario Heritage Fund (NOHFC) providing \$835,000 in additional funding. The NOHFC grant was used to enhance the functionality and usability of the redeveloped amphitheatre. Council further approved the design and construction of foundation/footings to be integrated into the amphitheatre design to accept a future canopy roof, additional grass seating in the amphitheatre bowl, and additional hard seating. At that time the seating bowl was increased to 550 hard seats, 1400 grass seats (total capacity of 1950).

Signed By

Report Prepared By

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Division Review

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Recommended by the Department

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Business Plans

As part of the design phase of the redevelopment a business plan study was commissioned. The study included:

- Interim (market) report
- Recommended mandate and seating capacity
- Role of GHA
- Anticipated uses (primary and secondary markets)
- Operations plan (budget, rate card)

The study suggested that the primary market for the GHA was community groups and smaller events/concerts. A follow up study was recently completed to review the efficacy and accuracy of the initial business plan given the completion of three operation seasons at the new venue. A report was submitted and a presentation was delivered to the Community Services Committee in October 2013 that provided the following:

"The review conducted by Yallowega Bélanger Architecture reaffirms the previously outlined collective decision concluded in the Business Plan (prepared by Novita, March 2010), which was to ensure the amphitheatre's mandate continues to serve the community first; while still being welcoming to commercial and touring attractions. This report further concludes that there should be a balance between the primary user group of community organizations, with the facility still being able to support larger scale, community festival productions. While the not-for-profit community use stakeholders are generally happy with the existing facility, a number of small scale improvements should be implemented to further enhance their use. Also, in order to fully support larger community festival type events, a recommended scope of work including a new roof structure and additional fixed seating is recommended."

Review of Options for Expansion/Enhancements

Based on the consultations completed in 2013, and as presented to Community Services Committee in October 2013, the following concepts/suggestions were presented:

Enhance Not-For-Profit Community Use of the Amphitheatre by completing the following (Estimated cost of improvements \$65,000):

- Purchase of additional in-house presentation and sound equipment to ensure community groups do not have to rent equipment and are fully equipped to host a production. Minor equipment upgrades include a microphone stand, a monitor, front row speakers, and additional cabling for lights and equipment.
- Install acoustical treatment at the stage area such as acoustic panels along the back of the stage and install a stage curtain.
- Improvements to the sound booth are required to make it a usable space for technicians.
- Upgrading to existing catwalk system is required to meet Health and Safety requirements, such as a new gridded cage/railing along front upper catwalk.

Enhance the facility for community festivals such as Northern Lights Festival Boreal and Summerfest by completing the following (Estimated cost of improvements \$6,070,000):

- Install 60 new fixed seats within the existing fixed seat area as well as converting grass seating to 600 fixed seats to create 1221 fixed seating capacity, keeping the remaining +/-700 informal grass seats in place.
- Construct a roof assembly over the existing and proposed fixed seating area, ensuring all fixed

seats have roof coverage. The remaining grass informal seating will be left uncovered.

- Increase back of stage area in the amphitheatre building to relieve congestion between musicians, event managers, City staff, promoters and sound crew.
- Increase the visual barriers from the park to the amphitheatre stage area by installing additional angular metal fencing.
- The following is a list of capital needs identified in order of priority:
 1. Construct roof assembly: \$ 3,500,000 to \$ 4,050,000
 2. Install new fixed hard seats: \$ 1,210,000
 3. Increase the visual barriers.: \$ 60,000
 4. Increase back of stage area.: \$ 750,000

As an option, increase frequency of high production/large scale promoted events at Grace Hartman Amphitheatre by completing the following:

- Increase fixed seating capacity.
- Create more roof area over fixed seating.
- Enhance vehicular access to the facility for deliveries, tour busses and emergency vehicles to relieve congestion and to ensure distinct areas for pedestrians and vehicles.
- Enhance pedestrian access between the York/Paris St parking areas and the amphitheatre.
- Increase the visual barriers from the park to the amphitheatre stage area by installing additional angular metal fencing.

The October 2013 report also resulted in two recommendations that were carried (CS2013-46 and CS2013-47), as cited below:

Recommendation CS2013-46

WHEREAS the mandate of the Grace Hartman Amphitheatre is to provide residents and visitors to Sudbury with a well-managed, well-designed and equipped outdoor venue in which a full and varied seasonal program of community and professional events takes place in the context of Bell Park and its uses

AND WHEREAS the findings of the Grace Hartman Amphitheatre post season review further concludes that there should be a balance between the primary user group of community organizations, with the facility still being able to support larger scale, community festival productions;

AND WHEREAS City Council has identified installing a roof on the Grace Hartman Amphitheatre as a priority project as part of the City of Greater Sudbury Strategic Plan 2012-2014;

THEREFORE BE IT RESOLVED THAT 2014 budget enhancement options be prepared for Council's consideration.

Recommendation CS2013-47

THAT the City of Greater Sudbury direct staff to explore further the user fees associated with the Grace Hartman Amphitheatre and the financial impact to the festival organizers such as Northern Lights Festival Boreal, Summerfest and other professionally promoted events with the aim of determining feasibility of further investments to the site;

AND THAT a per ticket fee be explored for future improvements to the site as well as fundraising opportunities including seat naming fundraising campaign as well as possible renaming of the amphitheatre.

This Report

The purpose of the current report is to request authorization from the City of Greater Sudbury Council to issue an Expression of Interest for organizations/businesses that might be interested in providing corporate sponsorship to the Grace Hartman Amphitheatre in exchange for promotion and marketing opportunities. Opportunities may include, but not be limited to:

- Naming rights
- Premier product placement
- Premier advertising consideration

The process will adhere to the existing CGS Corporate Sponsorship policy that provides guidance for securing corporate sponsors.