
TO: CITY MANAGER **DATE:** 2019 July 24

FROM: MAJOR CIVIC BUILDING PROJECT **FILE:** 4230 11
COORDINATION COMMITTEE *Reference: Metrotown Event Centre*

**SUBJECT: METROTOWN EVENT CENTRE (MEC)
METROTOWN DOWNTOWN PLAN**

PURPOSE: To request the use of Community Benefit Reserves to finance consulting services for the new Metrotown Performance/Events and Conference Centre.

RECOMMENDATIONS:

1. **THAT** Council authorize the use of Community Benefit Reserves in the amount of \$500,000 to finance the consulting services outlined in this report.
2. **THAT** a copy of this report be forwarded to the Parks, Recreation and Culture Commission for information.

REPORT**1.0 INTRODUCTION**

The development of a new Metrotown Performance/Events and Conference Centre (MEC) within Downtown Metrotown is identified as a priority amenity project under the Council adopted *Priority Amenity Program List*. Its development is also identified as a key direction under the adopted Metrotown Downtown Plan (2017 July), contributing to the excitement, vitality and urban character of the downtown. The facility is intended to be a multi-use centre, capable of hosting a variety of public assembly uses and events including celebrations, conferences, exhibits, festivals, installations, performances, trade shows and other significant gatherings. While it is articulated in the adopted Plan that the desirable location for the facility is within the Metro Downtown neighbourhood, the location, size, and scale of the project have yet to be determined.

Municipal investment into the new MEC is anticipated to be significant. As such, as part of the exploratory phase of its potential development, it is important that the eventual building program for the facility meets the spatial, functional and operational needs of the various components of its multi-use programming, including the arts, culture and entertainment uses intended to be hosted within it, and informed primarily by market research and analysis including local, regional, and national market demand.

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The purpose of this report is to seek Council approval for funding through the Community Benefit Reserves to engage consulting services through a Request for Proposals (RFP) process for the following scope of work:

- analysis on the local, regional and national market demand for performance/events and conference centres, and the proportion of that market share Burnaby could potentially capture with the development of such a facility in Metrotown. This scope of work will include a SWOT analysis (strength, weaknesses, opportunities and threats) of Metrotown's position as an economic centre and destination for overnight visitors, as well as a profile of relevant potential competitors in the region;
- high level analysis on the economic impacts of developing a performance/events and conference centre in Metrotown to determine value for money to the City. This scope of work will include the potential local employment generated by the facility (directly and indirectly), revenue to the City and local businesses, and enhancement of tourism in Burnaby. This scope of work will also identify potential fiscal constraints to the development and operations of the facility;
- high level analysis on the additional hospitality and tourism investment infrastructure required in Burnaby to support such a facility in Burnaby. This scope of work will provide estimates on the square footage of supporting commercial amenities required as part of the facility program (i.e. boutique retail, restaurants/cafes, Tourism Burnaby offices), the number of hotel rooms within a defined radius required to support the facility, as well as identify other hospitality and tourism infrastructure investments required to support the facility;
- development of a facility program. This scope of work will include floor area estimates for all components of the program, as well as seating, stage and technology options; and,
- building configuration and massing studies for the purposes of determining the minimum site area required to accommodate the facility and any supporting components.

The information received through this work will assist the Major Civic Building Project Coordination Committee to further advance exploratory work on the development of the MEC, including the assessment of potential site options.

2.0 POLICY SECTION

The following project is aligned with the City of Burnaby's Corporate Strategic Plan by supporting the following goals and sub-goals of the Plan:

- **A Dynamic Community**
 - Economic Opportunity – Foster an environment that attracts new and supports existing jobs, businesses and industries
 - Community development – Manage change by balancing economic development with environmental protection and maintaining a sense of belonging
 - City Facilities and Infrastructure – Build and maintain infrastructure that meets the needs of our growing community
- **An Inclusive Community**
 - Celebrate diversity – Create more opportunities for the community to celebrate diversity
 - Serve a Diverse Community – Ensure City services fully meet the needs of our dynamic community
 - Create a Sense of Community – Provide opportunities that encourage and welcome all community members and create a sense of belonging
- **A Thriving Organization**
 - Organizational culture – Ensure that our core values are reflected in our policies, programs, and service delivery
 - Financial Viability – Maintain a financially sustainable City for the provision, renewal and enhancement of City services, facilities and assets

3.0 PROJECT BUDGET/FINANCING

The Conceptual Plan (BAX.0025) portion of the MEC project is included in the 2019-2023 Annual Financial Plan, with a total plan of \$950,000 over 3 years. See Table 1 below:

Table 1. Annual Financial Plan – Metrotown Event Centre (Conceptual Design)

Year	2019	2020	2021	Total
Planned Funds	\$100,000	\$500,000	\$350,000	\$950,000

Initial funding of \$100,000 has been raised thus far, and an additional \$500,000 is required for consulting services for the scope of work noted in Section 1.0 of this report.

These expenditures are included in the 2019 – 2023 Financial Plan and sufficient Community Benefit Reserves are available to finance the capital project outlined in this report.

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4.0 RECOMMENDATIONS

In order to further advance exploratory work into the development of a new MEC for Burnaby, it is recommended that Council authorize the use of Community Benefit Reserves in the amount of \$500,000 to finance the consulting services outlined in this report.


It is also recommended that a copy of this report be forwarded to the Parks, Recreation and Culture Commission for information.



E.W. Kozak, Chair, Major Civic Building Project
Coordination Committee



Leon Gous, Director Engineering



Dave Ellenwood
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cc: Director Corporate Services
Director Public Safety and Community Services
Director Finance
Assistant Director – Civic Building Projects
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City Solicitor
City Clerk