



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner, Community Services

Meeting Date: November 6, 2023

Report Number: Multi-Use Sport and Event Center Update to Feasibility Study, Report CSAC23-009

Subject:

A report to provide council with an update to the feasibility study of the Multi-Use Sport and Event Centre (MUSEC) and recommended next steps.

Recommendations

That General Committee approve the recommendations outlined in Report CSAC23-009, dated November 6, 2023, of the Commissioner of Community Services as follows:

- a) That the presentation from Sierra Planning and Management be received for information;
- b) That staff be directed to engage Seirra Planning and Management at an estimated cost of up to \$65,000 in the next portion of Phase 3 of their original work plan for a new Multi-Use Sport and Event Centre to include an analysis of potential sites in the downtown with the intention of confirming a preferred site; and
- c) That the Mayor appoint a steering committee to advise the Commissioner of Community Services as it relates to this project.

Executive Summary

- In June of 2023 a staff report provided Council with the scope of work completed to date for a new Multi-Use Sport and Event Centre.
- This report was deferred to allow for an update to the original project feasibility study to provide new estimates of capital work necessary to the Peterborough Memorial Centre (PMC), a review of venue competition in the region, a review of project financial projections, and a revisiting of the scope of the project.
- This report provides the updated information requested by Council.

Background

The Multi-Use Sport and Event Centre (MUSEC) project was initiated in 2018 and divided into two phases. [Report CSAD18-003](#), Major Sport and Event Centre Feasibility Study Phase One Executive Summary and Presentation detailed the Phase One Feasibility Study which included stakeholder and community consultation to determine market and community needs to justify a MUSEC for the City and broader region beyond what is provided currently in the existing (PMC). Analysis and highlights included:

- Proposed capital costs with seating expected to be 5800 in an approximate 155,000 sq ft overall building.
- Expected project timeline.
- Functional assessment of the PMC along with a cost benefit analysis of upgrades to the PMC versus a new building and when construction should occur.
- Market definition, current status of the market and future market opportunities.
- Potential components of a new facility.
- Existing financial performance of the PMC versus a new facility's potential financial performance.
- Locational considerations for a new facility and potential economic impacts.

[Report CSAD18-005](#), Major Sport and Event Centre Feasibility Study Phase Two Final Report and Presentation detailed the Phase Two Business Case and provided specific recommendations on the requirements for a new Major Sport and Event Centre based on the information gathered in Phase One including the development of location criteria and an assessment of possible site options for further consideration in Phase Three. The Locational Analysis included in this phase included a long list of candidate sites which were reduced to the prime locations to be considered including a privately owned property on the east side of George Street South, Morrow Park, City Public Works

Garage/Mall on Townsend and extending to George Street, and James Stevenson Park.

Given the scope of work involved several additional reports have been generated on this project and are provided here for reference to ensure Council understands the full scope of work undertaken to date on this project.

- [Report CSD15-004, Arena Development Update](#)
- [CSAD18-001 Major Sport and Event Centre Feasibility Study Presentation](#)
- [CSAD19-001 Major Sport and Event Centre Project Evaluation](#)

At the June 19, 2023 meeting, [Report CSACH23-002](#) provided an update for Council on the history of the project and the following motion was passed:

That Council approve the recommendations outlined in Report CSACH23-002, dated June 19, 2023, of the Commissioner, Community Services as follows:

- a) That an update on the status of the Multi-Use Sport and Event Centre Study Project be received for information.
- b) That the preferred location of a Multi-Use Sport and Event Centre shall be in the Central Area in accordance with the "Downtown First" public investment strategy described in Section 4.3.1 x. of the Official Plan.
- c) That a reassessment of the original September 2018 Feasibility Study be undertaken to include
 - i. Updating capital works completed and providing new estimates of future capital needs that will be required at the Peterborough Memorial Centre:
 - ii. A review of the changing landscape of competitive venues with a smaller project scope given a community ice pad is no longer necessary:
 - iii. Review and revisions of financial operating projections;
 - iv. An update to the economic impact model of operations and spending multipliers to the regional economy;
 - v. Revisiting the scope of the project and updating the current cost analysis.
- d) That Council approves the award of a single source consulting assignment for the next phase of the Multi-Use Sport and Event Centre to Sierra Planning and Management, 206 Laird Avenue, Suite 200, Toronto, Ontario within the preapproved budget of \$353,000; and,

At the meeting of June 26, 2023, Council added item e) as follows:

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- e) That land assembly options be considered.

Update to Feasibility Study 2023

Appendix A is an update to the Feasibility Study and Market Analysis conducted by Sierra Planning and Management.

The consultant's report demonstrates that although the PMC could be renovated, the costs are extremely high to meet modern OHL and event centre standards. Costs to add seating, meet accessibility and building code standards triggered by any large renovation project, and costs to overcome architectural restrictions of the original building are estimated to be \$130-140M. This estimate does not include increased parking needed which would necessitate the construction of a parking garage. Even with these improvements, the building will never be able to overcome the limitations of the building to provide a fully modern event centre to meet modern needs of amenity space, circulation, vendor areas, and accessibility.

The report confirms that the original seat projections remain relevant, that the market conditions remain positive and are improved with increased population projections for the region and provides updates to the financial projections. Council confirmed a downtown location as its preference at the June Council meeting, the consultant's report confirms the economic advantages of a downtown location.

Strategic Plan

Community Wellbeing Strategic Priority Pillar - Community & Wellbeing

- Foster community resiliency, neighbourhood identity, civic pride, sense of belonging, and intercultural harmony. Enhance and protect the health, safety, and wellbeing of all in our city. Provide robust, affordable, and accessible sport, recreation, wellness, the arts, and social programs for people of all ages and abilities.

Growth and Economic Development

- Leadership in effective and sustainable growth that supports Peterborough's current as well as future economic, physical, and social needs. Proactively supporting and encouraging business development to boost the local economy, provide new work opportunities, and improve the quality of life for the entire community. Facilitate diversified economic growth through innovative and sustainable policies, practices, and partnerships.

Engagement and Consultation

A project Steering Committee had been in place since the inception of this project providing valuable input and was comprised of staff and representatives from the Peterborough Petes, Peterborough Lakers, Peterborough Kawartha Economic Development and Downtown Business Improvement Area. The Steering Committee last met in October 2020 to review the consultant’s presentation on Phase 3A and provided their unanimous support in favour of the consultant’s recommendations.

Staff are recommending that a new Steering Committee be established with the consultant, city staff, and community members to be appointed by the Mayor.

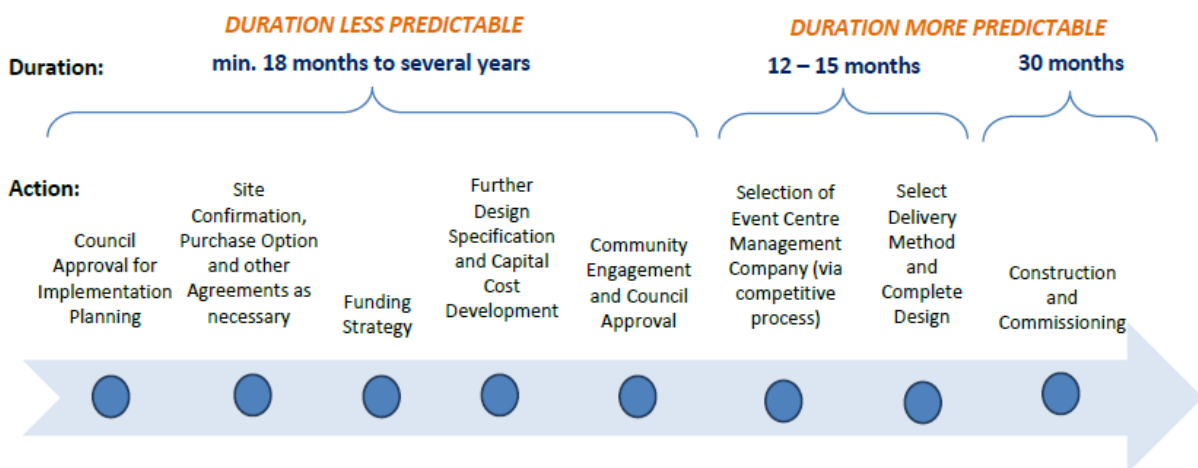
Budget and Financial Implications

The next phase of the project as recommended is anticipated to cost \$65,000 and can be accommodated within the existing established project budget.

Upon completion of the site analysis and confirmation of a site, the remaining aspects of the Phase Three of the project include detailed work to establish a project budget and a business plan to determine best practices to fund the project.

Next Steps

The original project work plan includes multiple phases each constituted to move the project toward completion. The approval of this report does not approve the project in its entirety, rather it moves it to the next planning phase which is the analysis and selection of a preferred site. Below is the graphic from the original Feasibility Study outlining the full scope of the project’s expected planning phases.



Conclusion

The 2023 updated feasibility study indicated that the Peterborough Memorial Centre as it exists today would require substantial updates to meet current standards of the OHL and a modern event centre and the cost would be prohibitive.

The consultants are recommending proceeding to the next step of the project which is a locational analysis to determine the preferred site. Future steps towards full project approval would include land assembly, funding models, operational costs, and detailed design work.

Attachments

Appendix A: Sierra Planning and Management Feasibility Study Update

Submitted by,

Sheldon Laidman, Commissioner of Community Service

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