

**Calgary Municipal Land Corporation Report to
Event Centre Assessment Committee
2019 September 05**

**ISC: UNRESTRICTED
ECA2019-1093**

Event Centre Public Engagement Approach and Methodology

EXECUTIVE SUMMARY

This report brings forward the recommended engagement approach and methodology that Calgary Municipal Land Corporation (CMLC) will lead and execute as a component of their role of Development Manager for the Event Centre facility. This proposed engagement plan is structured to provide broad citizen consultation on the delivery of the Event Centre and its surrounding amenities.

RECOMMENDATION:

Calgary Municipal Land Corporation recommends that the Event Centre Assessment Committee recommend that Council:

1. Endorse the Event Centre public engagement approach and methodology as presented to the Event Centre Assessment Committee on 2019 September 5.

PREVIOUS COUNCIL DIRECTION / POLICY

At its 2019 July 30 Combined Council Meeting, after considering Report C2019-0964 titled "Facility" Update", Council direct that "With respect to public engagement, direct that the Calgary Municipal Land Corporation present its proposed public engagement plan intended to secure public input and feedback on the proposed Events Centre facility, programing, access, gathering spaces, and other topics of interest to the 2019 September 5 meeting of the Event Centre Assessment Committee."

BACKGROUND

On 2019 July 30, City of Calgary Council ratified the proposed terms and conditions for the construction of a new public sports and entertainment facility (Event Centre) in east Victoria Park. The facility capital costs of \$550 million will be shared 50/50 between The City of Calgary and Calgary Sports and Entertainment Corporation (CSEC).

Serving in the role of Development Manager for the facility, CMLC was instructed by Council to return to the 2019 September 5 ECAC meeting to present the proposed Event Centre public engagement approach and methodology for the Event Centre.

In 2018, CMLC conducted a robust public engagement program on the overall Master Plan vision for the Rivers District to investigate the current perceptions of the area and to test the aspirations of the 20-year vision with citizens of Calgary. This engagement program concluded a set of common themes including: overall support for a Culture & Entertainment District but cited a lack of current amenities and attractions in the area, improved access to the Elbow River, diversity of housing options and typologies, improved connectivity and the creation of lively year-round community events and programs.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Building upon the foundation and understanding of the engagement feedback already collected during the Rivers District Master Plan engagement, the approach for public engagement on the approved Event Centre delivery will focus on five primary and unique focus areas in order to capture a diverse range of responses and ideation to support the successful delivery of the Event Centre.

- a. **Programming** - Exploration of events and program opportunities and experiences located in and around the facility that strengthen the creation of a vibrant culture and entertainment district.
- b. **Public Realm** – exploration of public realm improvements such as the design of the Festival Street, Event Centre Plaza and key design considerations to enhance long term sustainability and use of spaces.
- c. **Facility Design** – to serve in the development of architectural principles to guide the subsequent design process for the facility. Includes consultation of facility access points and interaction with street level experience.
- d. **Street-facing Activation** - aspirations of retail and food & beverage experiences offered within the district and the facility.
- e. **Visitor experience** – user experience within and around the facility. Exploration of the range of experiences available within the event centre to explore space planning opportunities.

Stakeholder Engagement, Research and Communication

The Event Centre public engagement approach and methodology will be conducted in four phases and will be structured around the following objectives:

- a. Create a neutral project environment with a transparent approach to help ensure that all stakeholders, including partner stakeholders and organizations, receive the best recommendations and advice possible;
- b. Create several methods of input and collaboration with stakeholders from all interested groups (tourism, cultural sector, City of Calgary, community residents, CSEC and Calgary Stampede, other), so there is ample opportunity to contribute wide-ranging and diverse opinions to the project;
- c. Engage the broader public through in-person and online engagement opportunities to ensure opportunity for citizens across the city to participate in the consultation process;
- d. Define the product development needs of the future Event Centre in terms of public amenities, programming, retail and other commercial space.

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Engagement Phases:

Phase 1: Stakeholder Analysis

The first phase in the process is the identification and mapping of stakeholders who will form an important component to the overall strategy. This phase will include discussion and definition of key project details to inform communications with the community; detailed project planning to coordinate subsequent phases and stakeholder analysis, planning and engagement.

Phase 2: Stakeholder Engagement

Initial engagement will commence with stakeholders identified in Phase 1 in a series of roundtable discussions and one-on-one interviews. This stage is about learning and collaboration to understand the issues, considerations and opportunities that are important within the community, from stakeholder perspectives.

Phase 3: Online Survey

Informed by phase 2, the next stage of the process involves the development of an online survey to identify and gauge perceptions on key focus areas with respect to the Event Centre. The survey will be promoted through paid promotions across digital channels.

**Phase 3 and 4 may run concurrently.*

Phase 4: Community Engagement and Findings Analysis

A series of City-wide public community events will be executed where attendees can respond to plans for the Event Centre and add input into the process. This phase allows for further validation of ideas through broad public engagement. This phase can run concurrently to phase 3 as timing requires and would include initiatives to capture larger audiences through existing events and activities.

At the conclusion of the engagement program, a detailed review of the findings and analysis will be completed to provide a 'What we heard' Report and report back to Council through the appropriate channels based on final project agreements.

Strategic Alignment

The Event Centre Engagement Approach and Methodology will align with The City of Calgary's *Engage* principles that require *accountability* in the results and outcomes of the process, *inclusiveness* by endeavouring to reach a broad audience across the City of Calgary, *transparency* in the engagement program goals and activities, *commitment* to ensuring resources are directed toward the program and *responsiveness* to citizen comments and questions.

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Social, Environmental, Economic (External)

The Event Centre engagement program provides an opportunity for broad citizen engagement to inform the successful delivery of the facility into east Victoria Park and strengthening the vision for Calgary's Culture and Entertainment District.

Financial Capacity

The delivery of the engagement program will fall within the scope of the project and there are no additional resources required from The City of Calgary to execute this program.

Risk Assessment

Executing the proposed public engagement program will satisfy Council's direction to ensure that public input and feedback on the Event Centre facility, programming, access, gathering spaces, and other topics of interest is obtained.

REASON(S) FOR RECOMMENDATION(S):

At its 2019 July 30 Combined Meeting, Council directed that CMLC return to the Event Centre Assessment Committee with a proposed public engagement plan relating to the Event Centre. This report is intended to satisfy this direction.

ATTACHMENT(S)

1. Attachment 1 – Event Centre Engagement Approach and Methodology Presentation

