

Event Centre Committee

RECOMMENDATION(S):

Review or Release By: 2022 September 08.

That Council:

1. Approve the proposed Terms of Reference for the Event Centre Committee as contained in Attachment 2;
2. Subject to the adoption of Recommendation 1:
 - a. Appoint three Members of Council to the Event Centre Committee for one year terms, to expire at the 2022 Organizational Meeting of Council; and
 - b. Appoint the Public Members contained in Attachment 3 to serve on the Event Centre Committee;
3. Direct that the Closed Meeting discussion, presentation and Attachment 3 remain confidential pursuant to Sections 16 (Disclosure harmful to business interests of a third party), 17 (Disclosure to personal privacy), 24 (Advice from officials), 25 (Disclosure harmful to economic and other interests of a public body), and 27 (Privileged information) of the *Freedom of Information and Protection of Privacy Act* (Alberta), with the need for such confidentiality to be reviewed by 2022 September 8; and
4. Direct that the Report, and Attachments 1 and 2 remain confidential pursuant to Sections 16 (Disclosure harmful to business interests of a third party), 24 (Advice from officials), 25 (Disclosure harmful to economic and other interests of a public body), and 27 (Privileged information) of the *Freedom of Information and Protection of Privacy Act* (Alberta), until Council rises and reports.

HIGHLIGHTS

- In 2022 January, Council affirmed its commitment to a strategic vision of developing a downtown culture and entertainment district that includes an Event Centre to meet The City's long term goals for the downtown and deliver on Council approved strategies.
- This report outlines the next steps to re-establish a Council committee focused on this vision, including approving proposed Terms of Reference for the Committee, and appointing Committee members. This report also provides an update on work to date regarding a third party to explore if the Calgary Sport and Entertainment Corporation is interested in re-entering discussions with The City, and potential new partnerships to construct an Event Centre.
- *What does this mean to Calgarians?* Developing a culture and entertainment district that includes an Event Centre and other modernized amenities and infrastructure supports a vibrant local economy, with focused impacts on an underutilized area of Calgary's downtown; and creates new opportunities for Calgarians to connect with each other and experience the arts, culture, and sports.
- *Why does this matter?* A culture and entertainment district that includes an Event Centre is a key anchor investment that aligns with The City's economic strategy, destination strategy, and supports the realization of the vision and goals embedded in the Rivers District Master Plan, Calgary in the New Economy: An economic strategy for Calgary; the Downtown Strategy, and Greater Downtown Plan.

Event Centre Committee

- *Strategic Alignment to Council's Citizen Priorities:* A city of safe and inspiring neighbourhoods and Prosperous city.
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

The development of a culture and entertainment district in Calgary's downtown is aligned with Council approved strategic directions, including those embedded in the Place pillar of Calgary's economic strategy, the Downtown Strategy and Greater Downtown Plan. Developing a district realizes long-term public benefit, and supports the vision embedded in the Calgary Municipal Land Corporation's Rivers District Master Plan. The vision is a District that includes an Event Centre among other modernized amenities and infrastructure that will be a catalyst to attract private sector investment into an underdeveloped and underutilized area in the downtown core.

Committee Establishment

Guided by Council direction provided on 2022 January 12, this report recommends that an Event Centre Committee (the Committee) be struck to build on and expand the work of the previous Event Centre Assessment Committee.

The Committee's proposed Terms of Reference are included as Attachment 2 for Council approval. The Committee's work would be guided by a mandate to *provide recommendations to Council after receiving and reviewing the information provided by Administration and its third party regarding the development of an Event Centre within a larger culture and entertainment district that meets the long-term goals of The City of Calgary including those embedded in the Downtown Strategy and Rivers District Master Plan.*

Under the Terms of Reference, the composition of the Committee will include the members of Council appointed to the boards of directors of the Calgary Municipal Land Corporation and Calgary Exhibition and Stampede, a member from Council at large, and two Public Members: one representative from Calgary Economic Development Ltd. and the Calgary Chamber of Commerce. All members of Council may attend the Committee meetings.

The composition of the Committee is intended to support strategic alignment between The City and key partners including alignment with both the strategic direction of the Calgary Municipal Land Corporation's Rivers District Master Plan, and the Calgary Exhibition and Stampede's Strategic Plan. Representation from Calgary Economic Development Ltd. and the Calgary Chamber of Commerce supports alignment with implementation of *Calgary in the New Economy: An economic strategy for Calgary*, and development of a district and Event Centre that will enhance Calgary as the location of choice for business and investment. Attachment 3 sets out the Members of Council Preference Sheet for the Committee.

Update on third party work

In accordance with Council's 2022 January 12 direction, Administration has engaged the services of, and is currently working with, a third party. An update will be provided during the closed portion of the meeting, and Administration plans for a public announcement will be communicated at a later date.

Event Centre Committee

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder or customer dialogue/relations were undertaken

Public engagement related to this work has taken place for a number of years, including during the development of the Calgary Municipal Land Corporation's Rivers District Master Plan development, posting and public commenting on the terms of the Event Centre agreement, and public engagement conducted from 2020 January to March on the design and function of the Event Centre.

IMPLICATIONS

Social

Creating an equitable community and gathering space in the culture and entertainment district will result in a place for all Calgarians to meet, build relationships and celebrate. It supports the downtown, as the cultural hub for business, innovation, and creativity. It also supports more vibrancy within the Greater Downtown community of East Village and neighbouring communities.

Environmental

The City's applicable and relevant policies related to environment, sustainability, and climate are required for this Project, and any future project.

Economic

The development of a new culture and entertainment district supports implementation of *Calgary in the New Economy: An economic strategy for Calgary*, particularly under the Place pillar. It supports the goal of enhancing collaborative efforts between business, government, and community partners to position Calgary as the location of choice for business and investment, foster trade and develop Calgary's workforce. It also supports and enhances The City's downtown revitalization strategy, including realizing the vision in the Rivers District Master Plan. The proposed composition of the Committee reflects the collaborative efforts to align.

Modernized amenities within the district, including a new Event Centre have the potential to activate the downtown up to 365 days a year through a wide variety of programming, events and activation. For example, in 2019, the Calgary Municipal Land Corporation concluded that the vibrancy generated by a highly active Event Centre building would assist in drawing new residents and businesses to the Rivers District and stimulate incremental private development.

Service and Financial Implications

Other:

No anticipated financial impact at this time.

Event Centre Committee

RISK

Risks associated with pursuing the development of a culture and entertainment district can be mitigated through each stage of the process. In these initial stages, risks will be mitigated through clear Terms of Reference for the Committee that identify the role and purpose of the Committee, and by guidance from the vision of a district confirmed by Council.

The recommendations in this report align with Council's previous directions that indicate that realizing a culture and entertainment district is a priority investment opportunity for Calgary, in alignment with the City's strategies for downtown, the Rivers District, and the broader economy. Approving concrete next steps to continue moving this work forward mitigates risks related to not pursuing the development of this critical district.

ATTACHMENT(S)

1. Previous Council Direction, Background
2. Committee Terms of Reference
3. Members of Council Preference for Committee – Confidential

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Stuart Dalgleish	Planning & Development Services	Approve
Michael Thompson	Infrastructure Services	Consult