Building for the **FUTURE**

Timeline for a Performing Arts Centre



2000

Facility Needs Assement

City of Lethbridge conducted Facility Needs Assessment. Determined arts facilities were in need of repair and upgrade.

Performing Arts Centre identified as priority.

2007

Rec & Culture Master Plan

Performing Arts Centre identified as a priority.

2007

Arts Re:Building Campaign

AAC Successfully advocates for: SAAG renovation Bowman replacement (now Casa) PAC Study

2008

2008 - 2017 CIP

\$500,000 invested in the PAC Study Steering Committee established, including members from AAC, community,

2010

PAC Study Released

1250 Seat Proscenium Theatre 450 Seat Recital Hall Plus additional spaces \$80 million in 2010 dollars

2011

PAC Study Review

\$65,000 Study Review Schick Shiner and Associates Ltd Review 2010 PAC Study and provide report indicating funding sources

Reduction from 1250 to 950 seats Reduce cost from \$80 million to \$45 million in 2011 dollars

2014

2014 - 2023 CIP

D-42

City to contribute \$10 million if the balance of the \$50 million were to be found in new dollars

2014

PACAG forms

AAC forms community fundraising committee, committee determines more education and advocacy priority.

No dollars to be committed by community until shovel is in the ground.

2017

2018 - 2027 CIP

D-34

\$375,000 3rd study to review 2010 and 2011 \$6.8 million in detailed design

2017

PAC Steering Committee Forms

PAC Steering Committee forms with members from AAC and PACAG

Objectives include confirmed seat count, site location, operating model, and business plan.

2020

PAC Report

PAC Consultants to come back to Council to present findings.

2021

2022 - 2031 CIP

Project for pre-design review of the operating model, design and construction of a 950 seat traditional PAC added to CIP for 2022-2031 and designated as unfunded

The Civic Commons is designated as a future site for the Performing Arts Centre.

The City of Lethbridge's maximum contribution to this project is capped at \$75 million during the CIP process.

Building for the **FUTURE**



We're building for the future! In 2019 the population of the City of Lethbridge reached 100,000 and it is estimated that this number will reach 157,754 by the year 2052. Our current performing arts facilities are at capacity and unable to accommodate for this growth, therefore a new performing arts centre is not just for the artists and community of today, but for the artists and community of tomorrow.

In a 2014 there were 964 self-identified artists, arts-organizations and businesses producing arts events within the city. In that same year, Lethbridge artists and arts organizations contributed over \$10 million to our local economy, and over \$20 million to the Alberta economy. Investing in the arts is essential for a diverse economy and culturally rich communities.

The City of Lethbridge's Recreation & Cultural Master Plan "Amenity Investment Prioritization Ranking" lists a Performing Arts space as the second highest of 24 indoor recreation and culture amenity priorities, prioritizing this type of facility above all indoor recreation facilities. (Including ice arena facilities, which rank seventh on the list).

There are no dedicated performing arts venues in Lethbridge that are larger than 500 seats and only the University Theatre has a fly system: ropes, pulleys, counterweights and related devises that enable a stage crew to quickly, quietly and safely hoist fly components such as curtains, lights, scenery, stage effects and sometimes, people.

An inventory of traditional performance venues indicates that Lethbridge has a total capacity of less than 1000 seats, and .013 seats per capita. Medicine Hat and Red Deer both have .022 seats per capita. Compared to other similarly sized cities, Lethbridge is under-served by the current set of performing arts facilities both in terms of spaces for local groups and for touring programs.

A vibrant cultural community attracts employees and professionals who want to live and work in a stimulating and enriching environment, enhancing the workforce and productivity of existing businesses and industries. As well, a vibrant community provides more reasons for university students to settle in Lethbridge, post-graduation and thereby increase the cultural capital in the area.

The usage of the Genevieve E. Yates Memorial Centre is generally at capacity and the majority of those able to use the space are primary facility users. The Yates cannot accommodate any new programming from within our community, or from outside of the city. Because of this, many groups use churches, schools and bars, which lack ticketing, comfortable seating and theatrical functionality such as a fly or wing space.