



ARENA CONSULTATION – REPORT

January 17, 2011



SUMMARY – QUALITATIVE INPUT

- 300 open house attendees.
- 510 idea cards, 127 input sheets from open houses.
- 200 discussion participants.
- 70 people attended stakeholder sessions.
- Input from open-ended questions on web questionnaire.



SUMMARY – KEY THEMES QUALITATIVE

- Those for and against hold their views very strongly.
- Consistent themes crossed over majority of respondents – whether opponents, supporters or undecideds:
 - Need to ensure downtown revitalization
 - Community benefits and engagement
 - Impact on downtown and surrounding communities
 - Appropriate risk, control and benefits
 - Financial model
 - User fees/CRL
 - Other sources for funding
 - Affordability
 - Risk mitigation and assurances
 - Rexall Place



ASSURANCES – FROM QUALITATIVE INPUT

- City leadership
- Appropriate balance of risk, control and benefit
- Design principles
 - Walkable, human scale, environmentally sustainable
- Community engagement and benefit
- Integration with downtown
- Appropriate disclosure/transparency/due diligence



TELEPHONE SURVEY

- In the field December 20-23, 2010.
- ROI research – 3rd party research firm
- 800 randomly selected adults in Edmonton.
- Representative sample. Data weighted to reflect accurate gender balance.
- Accurate to +/-3.5%, 19 times out of 20.



AWARENESS/IMPORTANCE

- Awareness of a new arena discussion very high. 96% of respondents had heard of it.

OVERALL SUPPORT

- 59% support building an arena
- 68% believe arena can revitalize downtown
- 82% cited perceived benefits. Most mentions:
 - Economic benefits/more tax revenue (25%)
 - Downtown revitalization (17%)
 - Increased tourism (15%)



FUNDING MODELS

- 56% can support a mix of public/private funding
- 67% either agree or strongly agree that public money could be used as long as it does not raise property taxes or reallocate infrastructure funds



SOURCES OF FUNDING

- User-pay models are the most popular funding options (76%).
- 53% strongly or somewhat disagree with the CRL concept, while 41% strongly or somewhat support.
- People are strongly in favour of a public/private agreement on financial risks and benefits (88% see as somewhat or very important)



ASSURANCES – QUANTITATIVE INPUT

- That the local community will be consulted (91%).
- Agreement on how financial risk and benefits will be shared (88%).
- A location agreement for the Oilers (84%).
- A plan for Rexall Place (84%).
- Public investment in arena, not retail (79%)