



ARENA CONSULTATION – PRELIMINARY THEMES/NEXT STEPS

DECEMBER 10, 2010



CONSULTATION SUMMARY HIGHLIGHTS – OCTOBER 28 TO NOVEMBER 19

- 28,979 Questionnaires submitted (13,000 responded to open ended questions)
- 300 open house attendees
- 510 idea cards, 127 input sheets from open houses
- 200 discussion participants
- 70 people attended stakeholder sessions



NEXT STEPS

- Complete analysis of questionnaires
- Recommend working with 3rd party research company:
 - Validate issues that have emerged from questionnaires and discussions
 - Develop statistically valid survey of the Edmonton population in order to test:
 - key issues that emerged from consultation which would benefit from further understanding (see slides to come)
 - quantitative responses on survey against actual Edmonton population sample
- Complete report, including statistically valid results
- Report public as part of Council process in January



PRIMARY THEMES EMERGING

- Broad support for a downtown arena is clear in quantitative results (would be tested against valid Edmonton population sample before release)
- Those for and against hold their views very strongly
- Qualitative input to date shows consistent themes which cross over majority of respondents – whether opponents, supporters or undecideds



FIRMLY FOR – SAMPLE VIEWS

- “Make it bold – city needs something great”
- “That area of downtown needs a lift”
- “Why not spend money to make the city better”
- “Investment will pay for itself”
- “Our current rink can’t compete with U.S. rinks”
- “Oilers too valuable to the city to lose”
- “Opportunities to partner with major downtown facilities”
- “Just get on with it”



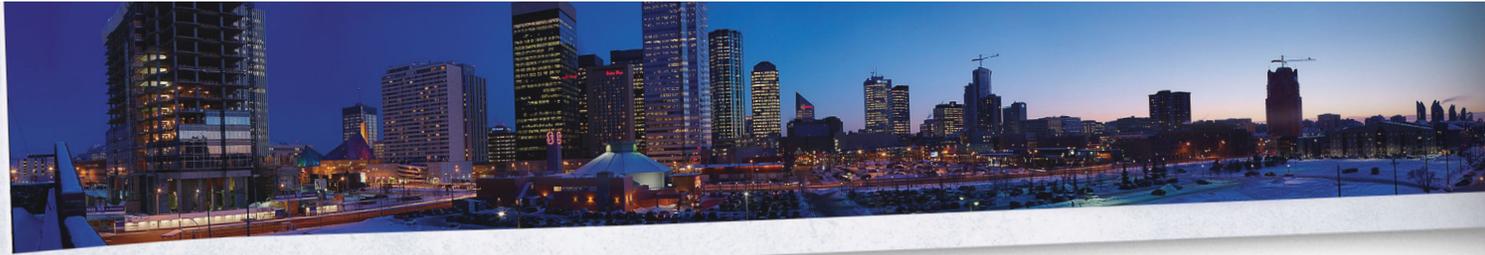
FIRMLY AGAINST – SAMPLE VIEWS

- “If for profit, should be all private investment”
- “Too much risk on the city”
- “There are other priorities for our dollars (roads, crime, parks)”
- “Will not necessarily revitalize the area – could in fact add to current problems”
- “In a recession – can’t afford it. Will swamp taxpayers”
- “Don’t need it”. Current arena works well



COMMON ISSUES – DOWNTOWN REVITALIZATION

- Revitalization not solely connected to an arena
- Revitalization would depend upon:
 - Human scale, walk-ability, open spaces
 - Environmentally leading and barrier free
 - Should not be “an indoor mall”
 - How this project relates/connects to other revitalization plans underway in adjacent communities
 - How will project support residential density downtown?
 - Overpass generates issues
 - Casino not seen as revitalization
 - Impact on current downtown office space/LRT station
 - Impact on other current issues: parking; traffic; security



COMMON ISSUES – COMMUNITY BENEFITS AND ENGAGEMENT

- City leadership expected given potential scope of impact
- Community benefits not yet defined
- Community must be engaged in defining benefits



COMMON ISSUES – IMPACT ON SURROUNDING COMMUNITIES

- Concerns about impacts/displacement of social agencies
- Impacts on local vulnerable populations
- Building design critical (scale, community relationships)
- Impacts of crowds, bars
- Impact on property taxes



COMMON ISSUES – SHARE OF RISK, CONTROL AND BENEFITS

- Benefits seen to include financial, economic, social aspects
- Looking for assurances, including:
 - Future of the team here – and financially viable
 - Cost overruns and who would be responsible
 - If CRL build out does not occur – who covers shortfall?
 - People relate the balance of risk, control and benefits to levels of investment and disposition of revenues



COMMON ISSUES – FINANCIAL MODEL

- “Ownership” of risk has to be clearly defined
- More information wanted on both operating and capital funding models
- “What are we really paying for” (e.g. should retail and casino be publicly funded)?
- Transparency on Oilers financial picture should be assured through appropriate process



COMMON ISSUES – FINANCIAL MODEL – USER FEES

- Generally and widely accepted approach
- Examples: ticket tax, seat licenses
- Primary concern is potential impact on affordability for ticket buyers/citizens



COMMON ISSUES – FINANCIAL MODEL - CRL

- Responses depend on perception of clearly defined public benefit
- More study on CRL required
- Sample views of those supportive:
 - As long as tax rate doesn't go up
 - As long as public benefit clearly defined
- Sample views of those unsupportive:
 - Concept very hard to understand
 - No assurance on pay back
 - Lack of confidence in scale of the district development envisioned
 - Seen as "moving public monies around on books"



COMMON ISSUES – FINANCIAL MODEL – OTHER SOURCES OF FUNDING

- Municipal bonds
- Issue “community shares” in the project
- Sale of naming rights/corporate sponsorships
- Municipal franchise fees, destination marketing fees
- Portion of revenues from events/concessions
- Other government investment:
 - Sample views range from “there’s only one taxpayer” to “don’t miss opportunity to leverage other government funding”



COMMON ISSUES – REXALL PLACE

- “Northlands” not fully understood. *Rexall Place* seen as the issue.
- Many strong feelings across a range of views:
- “Don’t leave a hole in the communities around Rexall”
- “Works well – support it and renovate it” (Strong feeling in local community)
- “Put housing there”
- “What will happen to Rexall – what about CFR?”
- Nets out – “the future of Rexall Place should be part of the conversation with the city”



COMMON ISSUES – INITIAL ISSUES IDENTIFIED FOR STATISTICALLY VALID SURVEY

- Validate levels of support/opposition by Edmonton population
- Views on key factors to enable revitalization
- Community benefits
- Public/private funding model
- Balance of risk/control/benefit