

EXPO Centre of Excellence - Funding Approaches

Recommendation

That the May 27, 2021, Financial and Corporate Services report FCS00618, be received for information.

Previous Council/Committee Action

At the April 26, 2021, Executive Committee meeting, the following motion was passed:

That Administration work with Explore Edmonton and community stakeholders to determine possible funding approaches to complete the Business Case for the Exposition Centre of Excellence, and provide a report to Committee.

Executive Summary

At the April 26, 2021, Executive Committee, Financial and Corporate Services reports CR_8382, Exhibition Lands Implementation Strategy and FCS00191, Potential for Adaptive Re-Use for Buildings on Exhibition Lands were presented to Committee.

During that discussion, representatives from Athletics Alberta, Alberta Basketball and Volleyball Alberta provided information on a Centre of Sport Excellence pilot program at the Edmonton EXPO Centre. To explore the viability of the proposed utilization strategy at the EXPO Centre, these organizations requested funding in the amount of \$77,250 to investigate the concept. Explore Edmonton has agreed to provide funding to complete the study.

Report

As part of the presentation of April 26, 2021, Financial and Corporate Services reports CR_8382, Exhibition Lands Implementation Strategy and FCS00191, Potential for Adaptive Re-Use for Buildings on Exhibition Lands, public speakers at the meeting provided a presentation related to a Centre of Sport Excellence at the Edmonton EXPO Centre. The presentation highlighted a pilot project completed by Athletics Alberta, Alberta Basketball and Volleyball Alberta, in conjunction with Explore Edmonton, demonstrating the adaptive utilization of the EXPO Centre as a sport venue while complementing the current use for trade shows and conferences. The presentation is included for information as Attachment 1.

To further explore the viability of the proposed utilization strategy at the EXPO Centre, the organizations listed above requested funding in the amount of \$77,250. These funds are proposed to retain the consulting services of Incite Strategy Management to further study project viability and expand on the proof of concept pilot that has already been completed.

In response to the motion requesting that Administration determine possible funding approaches to complete the business plan for the EXPO Centre of Excellence, Administration collaborated with Explore Edmonton, which has agreed to fund this next phase of the proposal.

Explore Edmonton will work with the proponents, community stakeholders and Administration to ensure that the next steps proposed are completed within the three month timeline stated to Executive Committee as part of the April 26, 2021 funding request.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Edmontonians are connected to the city in which they live, work and play			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Edmontonians are connected to the city in which they live, work and play	Community proponents and stakeholders can contribute to increased utilization of City assets	TBD	Utilization rate for space uses at EXPO Centre increase from historic levels, with no effects on standard trade show or conferencing activity

Attachments

1. Edmonton EXPO Centre - Proposed Centre of Sport Excellence Presentation

Others Reviewing this Report

- C. Owen, Deputy City Manager, Communications and Engagement
- A. Laughlin, Deputy City Manager, Integrated Infrastructure Services
- R. Smyth, Deputy City Manager, Citizen Services
- S. McCabe, Deputy City Manager, Urban Planning and Economy
- K. Fallis-Howell, Acting City Solicitor