



Collingwood Arts Centre Feasibility - Phase 2: Presentation to City Council

April 3, 2023



Photo Credit: Al Sposato of vtMORE

Project Background and Mandate

The **Phase 1** Collingwood Arts Centre Feasibility report was presented in the fall of 2021, the key findings of which were that the arts centre project is **feasible and widely supported**.

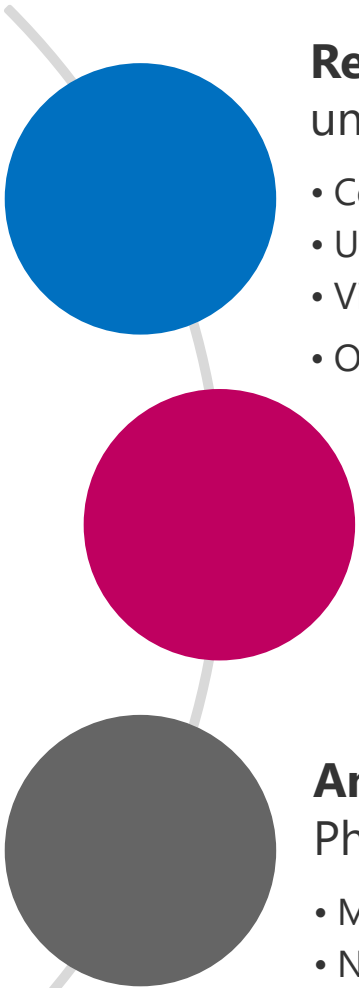
- There were **two schools of thought as to the right size** of the arts centre - both were modeled in the final report.
- Six potential **sites** for such a centre were identified.
- Final programming concepts left possible programming gap – **whither visual arts**

Phase II objectives are to validate the findings of the phase 1 report and recommend size, programming scope, and location.

- Nordicity – size and scope
- Giaimo – site selection

Size & Scope Analysis

The Approach



Research: to situate the Collingwood arts centre among others in Ontario and thus better understand revenue potential and operating costs. Included conducting research on:

- Comparable arts facility operating plans and financial statements
- Up to date construction costs estimates
- Visitor potential for art centre events
- Outer limits of disposable income within the market

Consultation: to validate community needs and discuss the operating realities of comparable arts centres in Ontario. Consultations were held with:

- Collingwood arts organizations and arts supporters
- Town of Collingwood staff
- Selected arts centres across Southern Ontario

Analysis: to assess the expected impacts, community needs, and a risk assessment in the Phase 1 projections for usage/fill rates. Analysis included:

- Market sizing
- Needs validation

Comparable Facility Trends

- Comparable municipalities to Collingwood tend to develop smaller arts centres.
- Facilities with >700 seated capacity performance spaces serve cities with a minimum population size of ~130,000.
- The avg municipal subsidy provided to small centres is near double (\$465,000) what was projected for Collingwood (\$250,000);
 - The avg municipal subsidy provided to large arts centres is \$1.35 million

The Collingwood Market

- Population expect to grow 66% from 24,811 in 2021 to 42,000 by 2051. There are favourable factors that attenuate the small market size:
 - Median incomes skews higher than comparable municipalities.
 - Collingwood sees the largest number of visitors from outside of Simcoe Region.
 - Home to 6000-9000 seasonal residents.

Market Sizing Analysis

Analysis of market size, despite Collingwood's advantages, shows that there is a high risk of not meeting fill/usage projections for the larger facility size – with its attendant consequences of large subsidy increases.

Construction Costs

- Construction costs have increased significantly since 2021.
- The large sized centre's construction costs are expected to cost double (\$49.9 - \$67.5 million) what the costs for the smaller sized centre would (\$25.2 - \$34.3 million).
 - These figures don't include the soft costs of the building project such as equipment and furniture purchases, architectural design, and landscaping among others.

Economic Impacts

- A large sized arts facility provides an opportunity for larger economic impacts on the Collingwood community.
- However, this assumes the facility will run successfully and profitably and attract a substantial # of visitor audiences.

Town Priorities

- Attracting new residents.
- Increased spending per visitor.

Community Themes

- Sizable **independent artist** community.
- Overall preference leans towards having a **smaller facility** (~400 seat main theatre).
- Need for **additional** creation, education, and rehearsal spaces as well.
- The arts community reaffirmed its needs:
 - At least 2 Performance Spaces
 - 1-2 Rehearsal Spaces
 - 1-2 Education/Exhibition Spaces
 - Lobby Space attached to a Café/Restaurant
 - Design considerations for exhibition space for visual arts

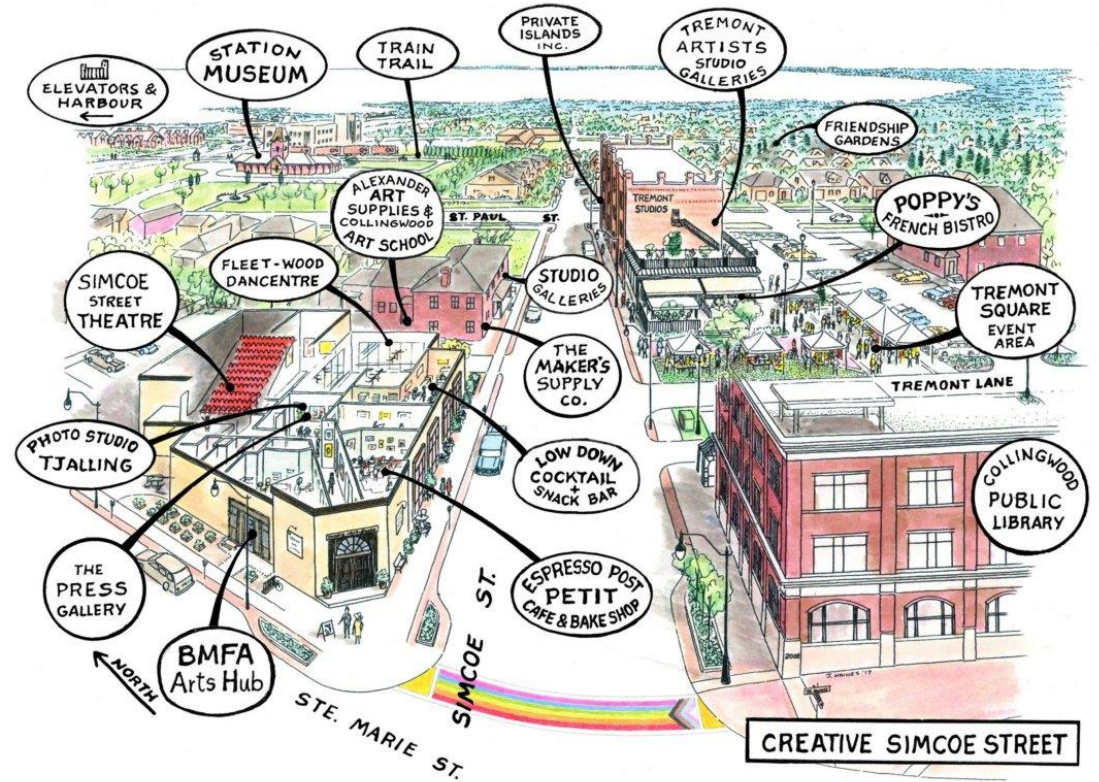


Image retrieved from: <https://creativesimcoestreet.ca>

Size Recommendation

From the perspective of identified risk, Nordicity recommends moving forward with Option 1 – described as “small” in Phase 1 though it’s truly more of a “medium” sized option.

- **Better aligns** with most local users’ needs and desires around cost and capacity.
- **Consistent with practice of comparable municipalities** adapting to their markets
- **No priority** or need for a modest economic driver.
- Market analysis shows **larger facility to be much riskier.**

	Medium (formerly small)	Large
Alignment with Collingwood arts & culture sector needs	✓	
Responsiveness to audience needs	✓	✓
Quality and flexibility	✓	✓
Affordability in terms of access and operation	✓	
Market size and patronage or usage	✓	
Capital cost	✓	✓

Size and Scale

Space Programming	43,951-48,301 sq.ft.
"Must Have" Spaces	43,951
Public Gathering Areas	3,887
Front-of-House	2,200
Theatre 1 (400-500 capacity, fixed seating)	7,768
Theatre 2 (150-250 capacity, flexible seating)	3,000
Administration	1,230
Theatre Support Spaces	4,200
Studios/Classrooms	5,070
Services/Circulation	13,696
Additional office and catering	800
Retail and market space	2,200
+ "Should Have" Spaces	46,201
Outdoor component	2,250
+ "Could Have" Spaces	48,301
Additional gallery and studios	1,500
Apartment for artists	600

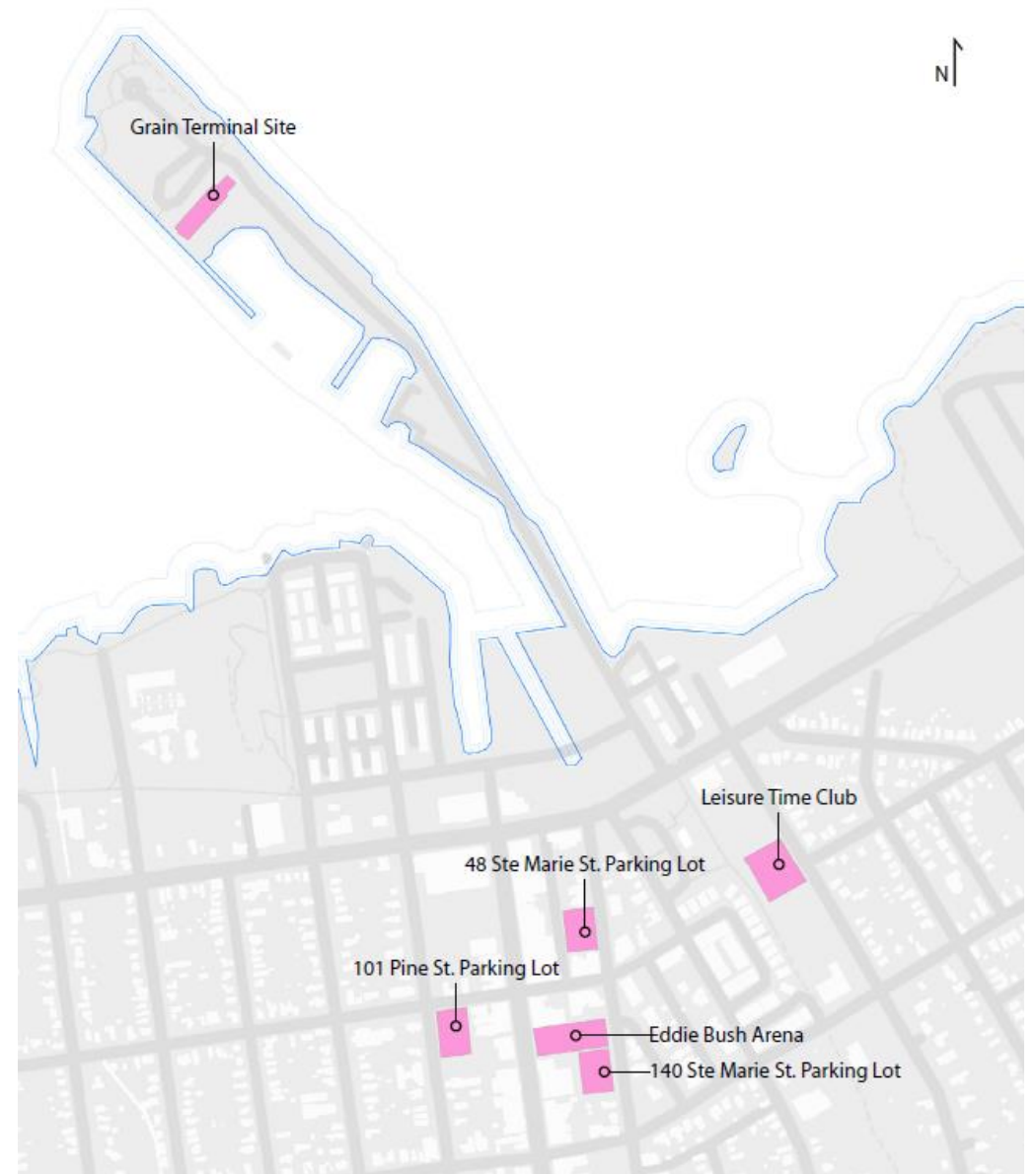
Location Analysis

Location Analysis

Site Selection Evaluation Framework

Assessing the six short-listed sites based on:

- Current Use and Availability for Development
- Infrastructure and Engineering Requirements
- Site Access
- Destination and Context

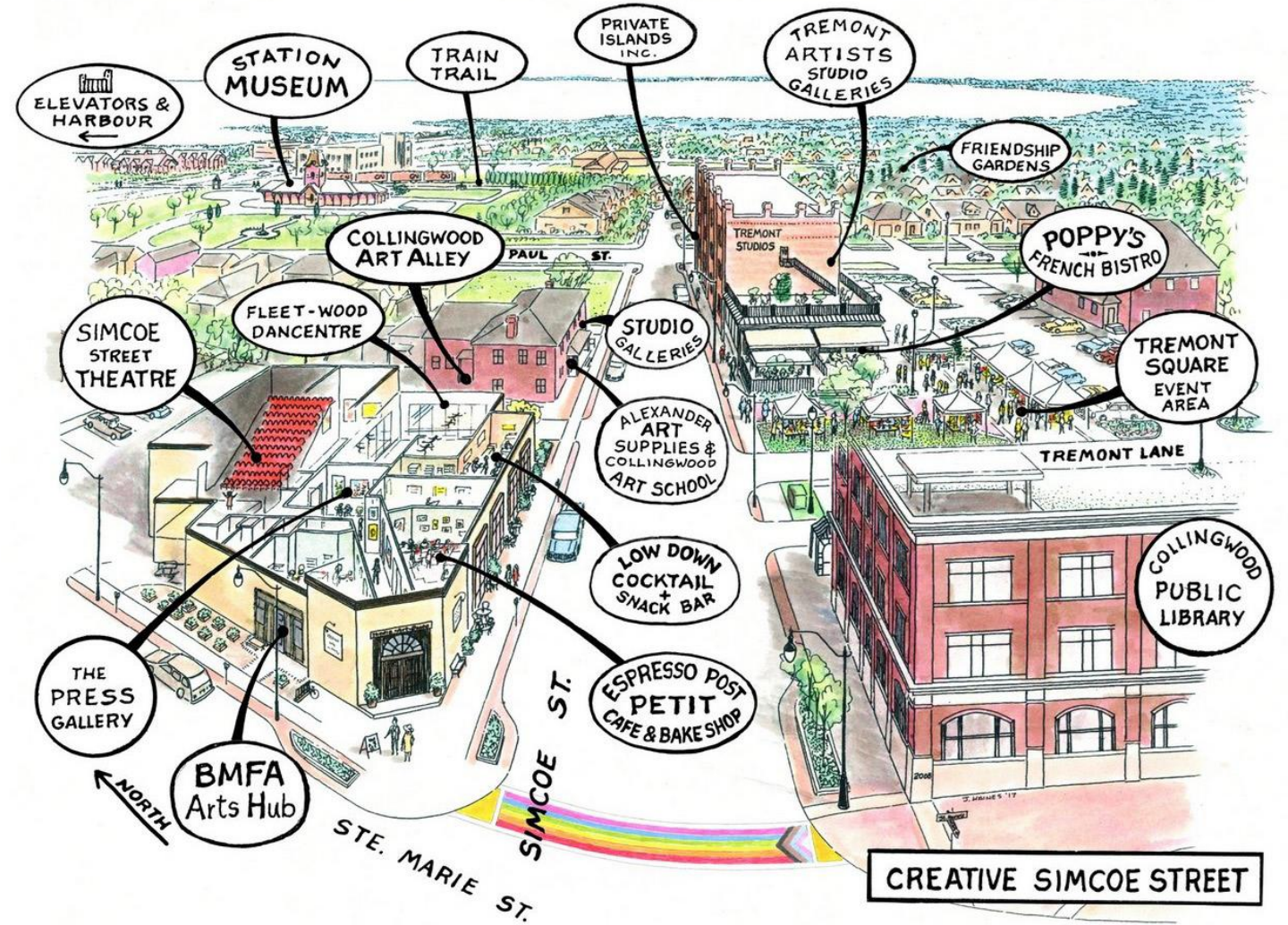


Site Recommendations

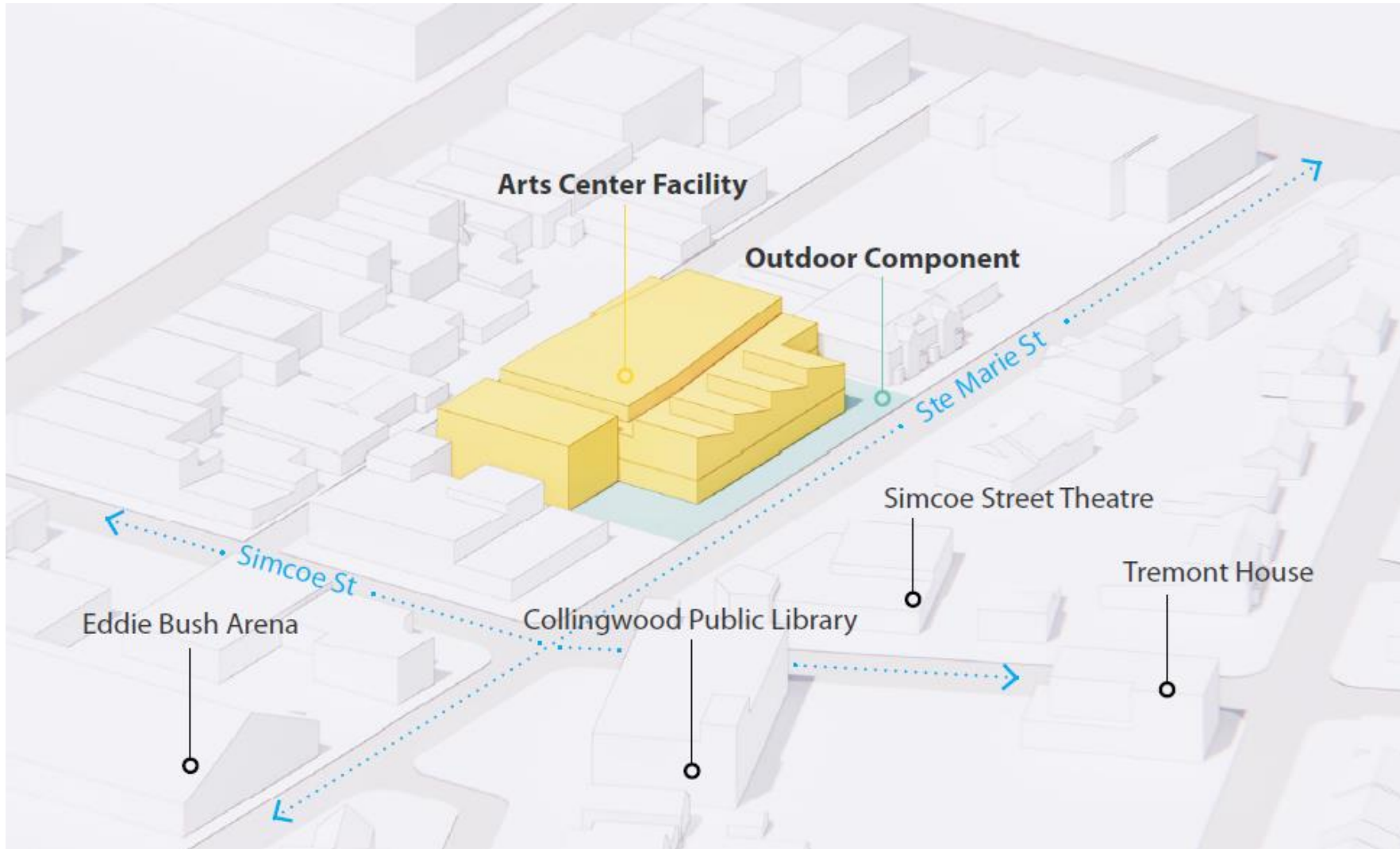
Both **48 Ste Marie St** in Downtown Collingwood and the **Grain Terminal** on the waterfront spit have exciting potential to meet the desired vision, scope, and size of the arts centre. Cost estimates for both are around **\$25-35M for a 45,000sq.ft. facility.**



48 Ste Marie St (Downtown Collingwood)



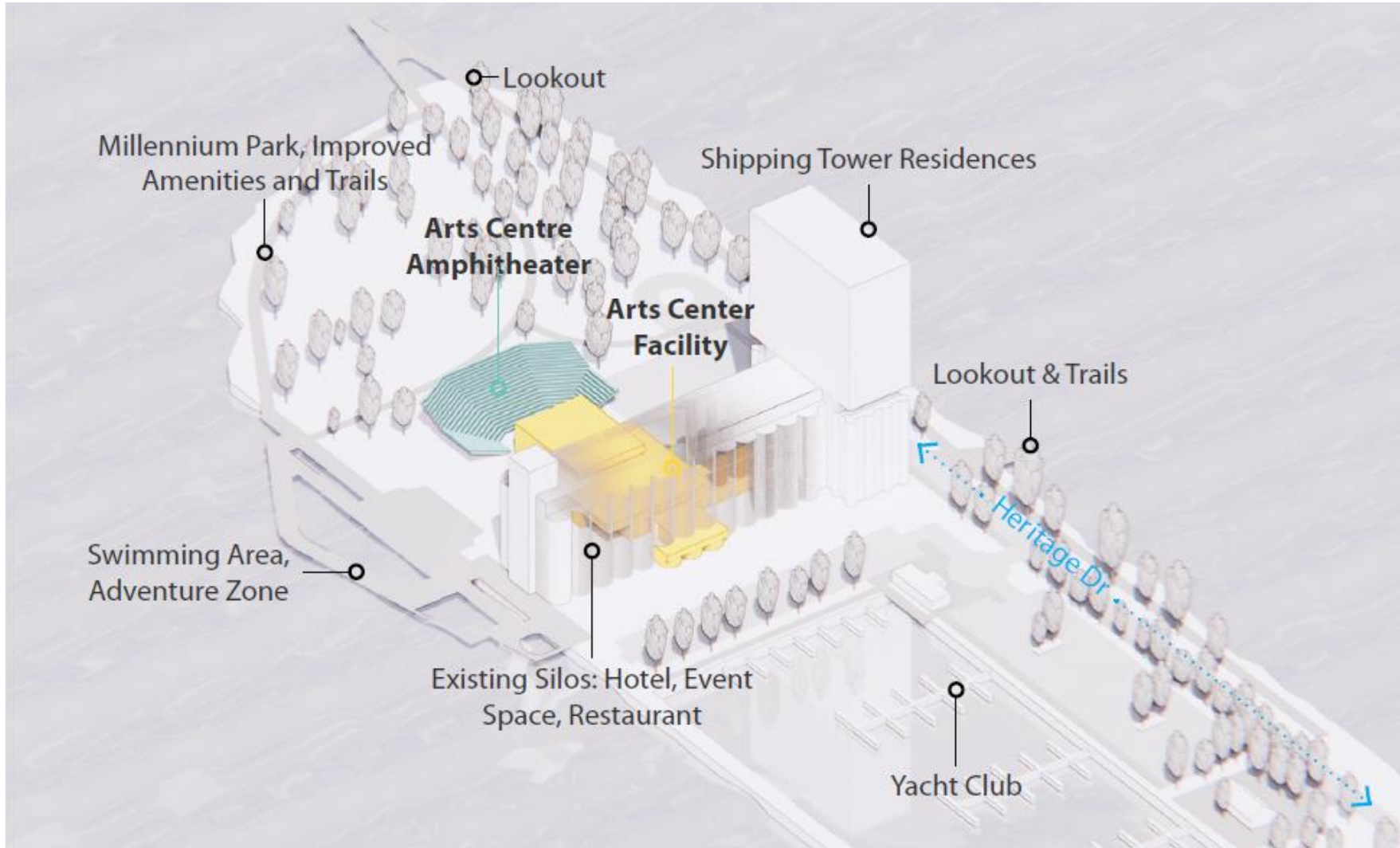
48 Ste Marie St (Downtown Collingwood)



Grain Terminals Redevelopment (Waterfront Spit)



Grain Terminals Redevelopment (Waterfront Spit)



Next Steps

- Both 48 Ste Marie St and the Grain Terminal site offer non-comparable approaches, each with their own opportunities and challenges.
- It is recommended that both be considered further in consultation with the Town, stakeholders, and public to determine which site is preferred, and it then be further investigated.

Thank You & Questions?

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