

March 24, 2014

London City Council

To: Investment and Economic Prosperity Committee

Meeting Feb. 24th, 2014

Re: Mixed- use Development Report

The report indicates that the Performing Arts Joint Task Force was formed (Dec. 2013) with a mandate to develop a business and operational plan for a Downtown Arts and Entertainment District as a “Mixed - use Development” including a performing arts center. This includes the collaboration between Music London and Grand Theater.

What is the impact to the existing profile of downtown if you only deal with one part (performing arts and orchestra London)? When and how does this get assessed? What happened to Sifton’s and Grand Theater? How does one make an informed decision on something that came about in December 2013; some 90 days ago? What happened to insistence on a joint venture now being turned into 2 projects under a larger umbrella?

It is my observation that you have decided to make a section of the city; far greater than the original C. Parker led Draft Master Downtown Plan envisioned, which will result in far greater subsidies, grants and development charge reductions at our expense? Do you intend to expand the same benefits to S.O.H.O., Richmond Row, Old London East, Wortley Village, Hydro London and the area identified in this report?

There is no business plan for the “District” and what you are doing is piecemeal approach so your questions cannot be answered in a complete and meaningful way; please reconsider what you get for \$75,000. ? In the discussion section of report are

you really “Experts” can do this in a flash? Why do you need a back-up just in case?

Sections of report raising questions?

Pg. 5 Operational Relationships

- indemnification of the City against operational losses? (insurance policy) Market Analysis

- product market usage; does this include evaluation of shifting market on areas around London and those already providing services in London?

-validation of usage by educational institutions?

Pg. 6 Constant Authority for Development

- Who guarantees project cost noting “Not the City” identifying default conditions.

Should model Budweiser Gardens Agreement; what is this agreement so everyone knows the facts?

Ownership

Please identify costs and revenues before and after?

Facility Operations

What is the plan for unanticipated revenue shortfalls and risk management?

Consistent with project costs. None should be borne by the City.

Live Performance Design

What strategies are to be used in raising capital revenues?

Through grants and donations should clearly identify source as to government; non-profit groups and private businesses?

Note link to live performance component! In the past several years London has found the way into the courts for several failed contracts such as Dam and Highbury Ave. Water plant and it

appears nobody has been clearly held accountable? What will make this project any different?

In closing I would remind you of a local company (Angelo's) that expanded to several stores resulting in the dispersing of existing customers to added stores and not increase market share. Also apparently 25 % of the Masonville traffic moves to Hyde Park stores when it opened? How will you insure the questions raised will be answered for all our consumption and that in-camera will not prevail.

Look forward to answers.

Bill Brock