

BUSINESS PLAN: Centennial Hall

How does this service contribute to the results identified in the City of London Strategic Plan?

A strong economy	✓ A vibrant and diverse community	A green and growing City	A sustainable infrastructure	A caring community
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Supporting a Vibrant and Diverse Community, Centennial Hall is a City owned multi-purpose public venue for events such as concerts, dances, dinner dances, banquets, meetings, conventions, exhibitions, trade shows, craft shows, fashion shows, travel shows, etc. With over 14,000 square feet, Centennial Hall is available for use by the general public and organizations. It has an upper level staged auditorium which seats 1,637 theatre style or up to 700 for meals. The lower level banquet hall seats 700 for meetings or up to 600 for meals.

Name the main activities done to provide this service:

Name The Activities Done To Provide This Service	How Much Did We Do? (optional)	Is The City Mandated To Provide This Service?	Can The Level Changed?
1. Manage all functions and activities of the Hall, including the daily operation and maintenance of the facility	120+ events held (2012) 94,287 – attendance (2012) \$ 409,483 – revenue (2012)	No	Yes
2. Promote and market the Hall		No	Yes

What is the current state of this service?

- Donald Jones Management Services, Inc. has been contracted to: manage all functions and activities of the Hall, including the daily operation and maintenance of the facility, use best efforts to promote and market use of the Hall, review/approve rental and other applications in accordance with the approved rate schedule, prepare rental agreements and negotiate with users any modification in the terms of such agreements and arrange for their execution prior to the holding of an event.
- The current management contract is set to expire December 31, 2015 - with an option to renew for a further 12 months.
- Centennial Hall's current state can best be described as 'holding'. The Hall requires about \$250,000 per year in capital improvements to continue to meet standards. Continuing to maintain this asset until the end of the contract with Donald Jones Management Services, Inc. provides an opportunity to investigate future avenues and uses for the building and the site.
- Centennial Hall continues to serve the community as a venue for performing arts, weddings, trade shows, Orchestra London and dance competitions. In 2013, there was an estimated 120+ events.

What is the future direction of this service?

- Centennial Hall will continue to build relationships with more dance groups. We feel the wedding business will continue to grow and concert promoters will continue to keep Centennial Hall front and centre when booking tours. Our mandate is to keep rental charges reasonable to continue to allow community groups to have a performance hall that they can afford.
- In 2007, the consultant recommended Centennial Hall be phased out as a performing arts centre. A decision has not been made but will require a review of available options—understanding that a new facility will be a significant capital investment as well as an asset.
- Part of the analysis process will be to understand the current and future demand for this service, including changing demographics and consumer spending behaviour. The public expects the City of London to provide community facilities and to do so in a cost effective and efficient manner. In effect, public opinion is split on the matter. A significant sector of the populace wants entertainment facilities to be available in a clean, comfortable and aesthetically pleasing environment. These facilities must structurally and artistically meet current performance and artistic standards, while maintaining strong fiscal management.

Emerging Issues/Challenges

- If a new Performing Arts Centre is developed, this will impact the operation of the Hall and the contract conditions.
- City Hall and Centennial Hall can be viewed as linked facilities in the current circumstances and location especially by parking needs. Therefore the future plans for Centennial Hall should not be considered independently from any plans for City Hall. The shared interests need to be coordinated.

What do you plan to do?

2014 – 2018

- Dialogue should be entered regarding the future of this facility. This dialogue should be extended to involve Council and the public given the historical role of Centennial Hall in London. A report is required to provide an overview of existing options, available opportunities, and the strengths/challenges associated with these. The report should be presented to Council and distributed to members of the public to permit citizen engagement in this process. Once the report has been reviewed, further direction from Council and the public will determine next steps.

Description of measure	Key Performance Indicators						
	2012	2013	2014	2015	2016	2017	2018
	How Much?						
1. Number Of Events	120	120		120	120	120	120
2. Attendance	100,000+	94,000+		100,000+	100,000+	100,000+	100,000+