



The joint task force project (Music London and the Grand Theatre) feasibility study was presented to the IEPC as part of its request for economic prosperity projects. This satisfied the IEPC criteria and was approved by the IEPC and Council subject only to the delivery of a business plan for the Celebration Centre music hall, and the Treasurer confirming the source of funds.

The business plan is complete.

The \$16.73 million investment by the city will result in a payback by way of property taxes in a remarkably short time of less than 10 years. The remainder of the capital costs will come from the Provincial and Federal governments and private sector fundraising by Music London. Music London already has significant private sector donation commitments.

Music London and the private sector are ready to start fundraising and get the project started so that it can open in 2017. The city must only accept the business plan and commit its funding so Music London can leverage that to obtain the senior government and private funding.

Centennial Hall is at end of life and needs to be replaced. Celebration Centre will be a world-class facility to attract world-class talent. A focal point for celebration, civic pride, leading design and community legacy. A hall that musicians will be inspired to perform in – and audiences will be thrilled to experience.

The project will be a downtown landmark synergized with Victoria Park.

Celebration Centre will open in 2017 as a sesquicentennial legacy project.

Celebration Centre is being built as part of a larger project including 2 condo towers being developed by the private sector.

Celebration Centre will be owned by a newly incorporated not for profit company, Music London Foundation. The city will thus not be directly responsible for initial or ongoing capital or operating costs. York Developments will own and operate the condo portions of the development.

The annual subsidy from the City for Celebration Centre will be no more than its current subsidy for Centennial Hall.

The Celebration Centre Business Plan conclusions are based on 15 months of research on governance, management, operations, programming, marketing with like minded centre's in North America, public consultations with stakeholders, and with industry experts in construction, finance, facility management and operations, tour operators, cultural organizations and local arts organizations and performance artists.

Significant input has been provided by many professionals experienced in designing, building and operating concert halls, including Nicholson Sheffield, Stantec, Arup (formerly Artec), Ellis Don, and Global Spectrum. The 1200-1400 seat size has been determined as the right size to fit user needs, maximize hall use and revenue, and not compete with other existing facilities. It will be a 1 volume hall designed for unamplified acoustics, but tunable for amplified music.

D. Canton
Chair, Music London