

Idea Name: Grand Theatre Expansion

Organization: Grand Theatre

Description: We are proposing to expand The Grand Theatre into the parking lot off Dufferin and incorporate a 400-seat theatre, additional rehearsal , wardrobe, classroom, office space and a 1200-seat concert hall space. Parking is also included in the initial plans. This will provide London with a world class Cultural Centre that will be a destination performing arts hub.

Status: we have had preliminary meetings with land owners, city manager, Mayor, councillors, private investors and possible arts partners including Orchestra London.

Partners:

City, provincial and federal funding partners. Private investors. Current land owner, Sifton Properties. Arts partners to share services and facilities.

Cost: \$100 million

Funding Requested from City (\$) if any: \$25,000,000

Will this idea move forward without City of London funding? No

Will your idea create jobs? Yes

How many jobs will be created? 11-20

Full or Part-time: Part-time

Permanent or Temporary: Temporary

Job Level: Mid-level

Job Salary: Salary of \$40,000-\$60,000 (\$20-\$30/hour)

What sector(s) will this create job(s) in? Arts, entertainment and recreation

Is there anything else you can tell us about how your idea will create jobs? There will be construction jobs in the initial build as well as increased staffing opportunities and guest artist possibilities with a new and larger facility.

Will this idea leverage investment from others? What kind? How much? Yes, initial discussion with private investors suggest that they are interested in strategic partnerships, shared services and efficiencies and we are optimistic that this idea can leverage investment.

Will this idea stimulate spin-off benefits? What type? How? When? Where? Just as the JLC has resulted in incredible downtown spin off in restaurants, hotel and other service industries, a Performing Arts Centre in the downtown would also leverage increased business investment and associated industry growth.

Will this idea build new or existing partnerships? How? we would hope to build strong strategic partnerships with Orchestra London, Fanshawe College's School for the Performing Arts, UWO's theatre and music programs and other community theatres.

Will this idea benefit emerging or established industry sectors? How? Such a Centre would provide world-class space for established arts industry leaders like The Grand Theatre and Orchestra London as well as other performing arts groups in the City.

Will this idea fuel transformative change in London's economy? If so, how? This Centre for the Performing Arts has the potential to transform the downtown and London. It will give our City a destination arts Centre, a cultural attraction that will bring visitors and also be a signature site to attract new businesses whose employees are looking for a world-class city with all the expected cultural amenities. that are part of a vibrant city.

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