

IDEAS AND PROPOSALS SUBMITTED TO IEPC

Idea: LCC Space Enhancement Plan

Submission Type: Organization

Description: For the past 5 years, the LCC has generated \$15-\$20 million in economic impact for the City. During peak convention months of April - June and September to November, space availability at the LCC is limited. Some groups are restricted by the size and style of space. In 2012, 3 new convention centres opened in Ontario increasing the competition for convention business. To continue driving economic benefit for the community, the LCC must remain physically competitive with flexible space to accommodate the changing needs of groups. The LCC must create new space that offers flexibility, meeting the needs of today's convention planners and attendees.

What is the status of this idea – is anything already happening? The LCC Board of Directors has commissioned a study to review the following:

1. Current market positioning and opportunities for the LCC;
2. Identify possible options and budget estimates for reconfiguring current space;
3. Determine possible long term scenarios for the LCC. This study is scheduled to be released publicly in October 2012.

Who are the partners that would need to be involved? What are their roles?

Interviews with local stakeholders, hospitality industry partners, and clients during the study. City of London, Province of Ontario for funding based on the study findings. Potential corporation for naming opportunity.

Cost to Implement this idea (\$): \$5-\$25 million based on study recommendations

Funding Requested from City (\$) if any: \$5 - \$25 million based on study recommendations.

Will this idea move forward without City of London funding?

The LCC Board of Directors and City of London Council approved funding this study. The City of London, as the owner of the facility, would be required to fund any refurbishing or expansion of the London Convention Centre. previous funding fieldset--

Amount: \$600,000

Date: 2012

Description: Capital - life cycle replacements

Amount: \$600,000

Date: 2011

Description: Capital - life cycle replacements

Amount: \$610,000

Date: 2010

Description: Capital - life cycle replacement

Will your idea create jobs? Yes

How many jobs will be created? 21-50

Full or Part-time: Part-time

Permanent or Temporary: Permanent

Job Level: Entry-level

Job Salary: Salary of \$20,000 - \$40,000 (\$12-\$20/hour)

What sector(s) will this create job(s) in?

- Accommodation and food services
- Construction

Is there anything else you can tell us about how your idea will create jobs?

During construction period full time, temporary jobs would be available. Once open, permanent, part time hospitality positions would be required to service the additional guests

Will this idea leverage investment from others? What kind? How much? Potential to leverage Provincial and Federal funding. Potential to leverage corporate funding through naming rights

Will this idea stimulate spin-off benefits? What type? How? When? Where? Support businesses for the convention industry include audio visual companies, decor companies, restaurants, hotels, bars. Increased downtown traffic adds to the excitement and viability of the core.

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Will this idea build new or existing partnerships? How? Builds existing partnerships with the potential for new corporate partnerships through naming opportunities.

Will this idea benefit emerging or established industry sectors? How?: Benefits established businesses but may encourage the development of new businesses in the immediate area to service guests.

Will this idea fuel transformative change in London's economy? If so, how? Will add to the ongoing Downtown London transformation.

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