

Idea Name: Orchestra London Music Hall

Organization: Orchestra London Canada

Description: the Board of Directors of Orchestra London has been actively working with a number of community partners and stakeholders to refresh a number of ideas and concepts in the development of a much needed new Centennial Hall. We are now ready to move forward. We are proposing to work with a community task force to design and build a new 1200 to 1400 seat music hall in the downtown no later than January 2017, Canada's 150 year sequential birthday.

Status: We pleased to report we have secured the funds needed to complete the feasibility and business plans for the proposed new music hall and several key business and community leaders are now prepared to serve on the task force. The business plan as proposed will be completed in three stages; Phase One: Feasibility and Function, Phase Two: Community Partnerships and Location and Phase Three: Urban Design and Final Construction.

Partners:

Feasibility, sustainability and wealth creation are the key economic drivers. Capital will be a mix of City, provincial and federal funding partners and opportunities for joint venture partnerships in a mixed use development are proposed. Private donations will come from the corporate community and individual donors. Options and recommendations on future governance, management and operations will be an integral component of the business plan.

Cost: \$40 million (or less)

Funding Requested from City (\$) if any: \$10,000,000 (maximum of 25%)

Will this idea move forward without City of London funding? Possible but unlikely

Will your idea create jobs? Yes

How many jobs will be created? To be determined by the feasibility study

Full or Part-time: Both

Permanent or Temporary: Permanent

Job Level: Mid-level

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

What sector(s) will this create job(s) in? Music and Entertainment Industry

Is there anything else you can tell us about how your idea will create jobs? The new Music Hall will be designed and marketed as a regional destination facility of the quality and caliber of The JLC and will increase overnight visitors and increased new spending in the London economy. Guest artists and special music events will drive visitor packaging and more overnight stays. The marketing campaign will reach well beyond the London market reaching from the GTA to Toronto to Northeastern United States.

Will this idea leverage investment from others? What kind? How much? Yes have already leveraged the costs of the business plans. We also have been in discussion with several potential partners to leverage private investment in a mixed use development. We have several offers to collocate to in the downtown including the Grand Theatre site. There are pros and cons to each location and this will require further collaboration with the city to find the right location and financial package that makes sense and a significant ROI for the city of London taxpayers. The current leverage ratio of city grant is 5 to 1. Meaning for every dollar provided by the city to Orchestra London we receive an additional 5 from others.

Orchestra London has also initiated a Music Hub collaboration with private sector operators, major institutions and local not for profit organizations ready to make the project a financial contributor to London and to make a quality of life impact on our community. Trillium Foundation support will operationalize the music hub in the fall of 2012. .

Will this idea stimulate spin-off benefits? What type? How? When? Where? Music and entertainment growth in the city is ready to expand as a major economic engine. The return on investment is proven to be a major catalyst to rejuvenation of local neighbourhoods and the downtown. The Hall will further assist London become an Education City as the facility partners will include Fanshawe and Western. The design of the new hall will include an Advanced Technology and Digital Media learning centre for broadcast and media students to learn industry standards of stage sound, light and music events promotion and production. The Hall will help **attract and retain** young people to study and live in London.

Will this idea build new or existing partnerships? How Orchestra London has strong partnerships with Fanshawe, Western University, the Western Fair District, London Arts Council, London Heritage Council, Festivals, Choirs, church/school groups and bands. We provide over 60 annual performances in locations from Woodstock to Chatham. We currently attract and leverage city grant funding 6 to 1

Will this idea benefit emerging or established industry sectors? How? Projects of similar nature will be presented to the IEPC committee. The cost of a new hall has been reduced dramatically as the facility can be custom designed to fit with a local economy and community. Large Multi Purpose Performing Arts Centres with high subsidy and operating deficits are a thing of the past. Feasibility, sustainability and new wealth creation is the economic drivers of music halls today.

Will this idea fuel transformative change in London's economy? If so, how? Yes the new Music Hall will be a significant asset in the inventory of cultural and music facilities in London. Centennial Hall is a building in need of replacement by 2017 (Novita Study) The current hall is not performing at capacity and lacks the ambience, and acoustics to attract major entertainment in the 1200 to 1400 seat range. The Music Hall will be uniquely placed to be aligned and functional with smaller creative spaces such as Aeolian Hall, Wolf Hall (300 seats) plus the large seating capacity of RBC theatre (3,500 seats) and the JLC (9,000 seats) Combined with the Museum and Grand Theatre expansions, London is poised for significant growth as a major economic and cultural centre of Ontario.

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