



Purpose

Music London will bring the excitement of the music and entertainment industry to the people of Southwestern Ontario by presenting a broad spectrum of music and entertainment events and by providing a new home for local symphonic, artistic, cultural and music education groups in the new Music London "Celebration Centre" by 2017.

November 22, 2012
City of London
300 Dufferin Street
London, Ontario
Canada

Dear Mr Filger:

Thank you for the opportunity to meet with you to discuss the exciting evolution of our Music London initiative to build a new concert hall to serve the community of London. As we indicated to you we believe it is vitally important for the City of London to support the community action team in three key ways:

- 1) Acknowledge the need for a new hall in the downtown to replace the aging Centennial Hall facility
- 2) Pledge \$10 million dollars to the project in the upcoming City of London 2013 capital budget
- 3) Endorse the Community Action Team to lead the community process for design and site location criteria, to develop an expression of interest process to finalize partnerships and venture partners and recommend governance and operation models that reflect best practices in the industry

Our Community Action Team is moving forward enthusiastically with the campaign to obtain the needed funding for a 1200 to 1400 seat music and entertainment "Celebration Centre" for London Ontario. The community has been laying the groundwork for a new hall by working with professional firms (1) to conduct feasibility studies, (2) to provide business models based on similar sized music and entertainment centre as proposed in this plan, and (3) to provide architectural recommendations. We are now ready to raise funds to build and operate a new music and entertainment centre. The Case Statement provides an overview of the history of the project, and who has been and is involved, what is planned, costs, and rationale for our decisions.

To date, the identified working model locations are a) a parcel of land owned by London Life in the heart of London, and immediately north of the existing Centennial Hall, b) a parcel of land owned by St. Peter's Cathedral, and immediately north of the church and facing Richmond Street, c) land owned by Middlesex County facing the Fork of the Thames. Our industry experts have estimated the base construction cost of "Celebration Centre" is approximately \$40.750 million.

The music and entertainment centre would also leverage additional construction value from a 20 storey, 234 unit condominium development valued at \$50 million, to be constructed by Auburn Developments. The condominium will provide close to \$1 million annually in municipal taxes. The proposed sites also have the opportunity to include construction of a new \$80-90 million, 12 storey, 150,000 square foot office building, with the addition of 550 underground parking spaces. This office tower will also generate \$1.1 million annually in municipal taxes. It is not anticipated the office or the condominium require any municipal bonusing. The City may wish to consider this commercial space as the preferred office location for a new City Hall (i.e. refer to the recent City of Brampton model). The three projects together have a construction value of \$180.750 million and will generate over \$2.1 million in annual taxes, plus \$5-7 million in development charges and create close up to 1,500 direct and indirect jobs.

The request to the City of London is for funding of 25% (\$10 million) of the building with the remaining funds being secured from the Federal Government at \$14 million, the Provincial Government at \$14 million and the remaining balance of \$2.75 million being raised in the community.

In addition to the capital contributions, we will raise an additional \$5 million to be placed in an endowment fund to sustain business operations of the centre. This brings the total to be raised for the centre to \$45.750 million. The "Celebration Centre" is proposed as a legacy project for Canada's birthday in 2017 and will replace the original legacy project of Canada's birthday in 1967, Centennial Hall. The centre is intended for use by all citizens of London and visitors to the area. The City's investment of 25% of the cost of the music and entertainment centre will leverage an additional 75% from other levels of government and the community. Emphasis has been centred on acoustics being of the highest quality in London Ontario and the centre will remain adaptable for multiple civic and community purposes.

Over the past several years, there have been many projects that have had a positive effect on creating a vibrant and thriving downtown. Examples include the Budweiser Gardens, Covent Garden Market, the Central Library and many new residential towers. The addition of another mixed used signature complex in



the downtown core will be a key element in the ongoing evolution and revitalization of downtown London – both in terms of contributing to the urban landscape as well as attracting private sector investment and opportunity. There are many benefits to be realized with this project including employment created during and after the construction period, additional parking, and the possible addition of a twin tower for the current City Hall. In reading our submitted Case for Support, you will see how the proposed “Celebration Centre” will have a positive impact culturally, economically and educationally.

We encourage City Council to join with us and others throughout the region to sustain this exciting legacy project for Canada’s birthday in 2017. With many working together, we will be able to build and operate a music and entertainment centre that will be a focal point for great talent, immense pleasure, learning, and exchange of ideas. You will be investing your efforts and support to bring a lasting legacy of enjoyment, enrichment and economic well-being to the region for the next 50 years.

Sincerely

D Canton
Chair Music London
Community Action Team
www.musiclondon.info
signed under separate cover