

TOPIC: ADVANCING A CULTURAL ARTS CENTRE IN THE VMC

DATE: March 20, 2024

Q. How will a performing and cultural arts centre be paid for?

The Memorandum of Understanding (MOU) between the City of Vaughan and QuadReal will provide a framework for the negotiation of future definitive agreements for the funding, design, construction, and operation of the performing and cultural arts centre. Once the MOU has been established, the City and QuadReal will collaborate on a business planning process to determine funding, governance, and operational models for the facility.

Q. How big will a performing and cultural arts centre be?

The Cultural Arts Feasibility Study, along with regional jurisdictional scans, has identified that the VMC can accommodate a centre with 800-1,000 indoor seats.

Q. How long will it take for the performing and cultural arts centre to be built?

Based on a draft timeline which outlines key next steps to advance the centre, the facility would open between 2029 and 2032.

Q. What is the City doing at this stage of the process?

At this stage of the process, the City would negotiate and enter a Memorandum of Understanding with QuadReal which outlines both parties' commitments to work together towards a performing and cultural arts centre on the lands currently owned by QuadReal in the Southwest quadrant of the VMC. This MOU will provide a framework for negotiating future definitive agreements related to the funding, design, construction, and governance of the future facility.

Q. What is the anticipated economic impact of a cultural arts centre?

Cultural facilities and amenities are essential cornerstones of vibrant cities. Arts and culture act as significant economic development magnets by attracting young talent, providing technology and services which contribute to the success of other sectors, and cultivating a distinct sense of place which attracts activity and investment. Plans for the development of a cultural arts centre are grounded in projections of economic growth and expected benefits to community vitality.

The Phase 1 Cultural Arts Centre Feasibility Study report, published in 2019, estimated that a cultural facility in the VMC can stimulate more than \$100 million in economic activity related to one-time construction, and on an annual basis has the potential to

Backgrounder



inject over \$2.5 million directly into the local and regional economy annually. Indirect and induced impacts, such as spending in the supply chain, hospitality sector, and retail trades represent additional economic benefits for businesses, jobs and households in the VMC, Citywide, and in the Greater Toronto Area.

Q. Will the City own the performing and cultural arts centre?

The MOU will establish the City and QuadReal's intent to plan for the future funding, governance, and operation of a performing and cultural arts centre and will facilitate good-faith negotiations which will set the terms for bringing the centre to fruition.

Q. What has been the previous Council direction on this initiative?

Throughout the ongoing Feasibility Study process, staff have been directed by Council and received their endorsement to pursue the following actions:

Phase I Final Report (December 2019)

- Authorized the VMC Project Team in consultation with the Mayor and Members of Council, and industry stakeholders to include a site-specific Cultural Arts Centre designation in the forthcoming VMC Secondary Plan Update scope of work to ensure land-use planning, site selection, urban design, cultural and economic planning policy and other matters are determined for a future development.
- Allocated \$100,000 to the project from Capital Project DP-9555-17 VMC - Consultation Services to support the implementation of key findings and decision-making framework from the Cultural Arts Centre Feasibility Study; and
- Authorized staff to apply for funding programs offered by Senior Government and other private and public organizations, for the purpose of advancing the Cultural Arts Centre project in the VMC, at the appropriate time.

Phase II Kick-Off Report (March 2021)

- This informational report summarized Council's direction to staff to advance the next implementation phase of work focused on site selection, refinement of planning and urban design matters, exploration of senior government funding, and detailed business planning (i.e., governance, management operations, programming, capital and operating budget).

Phase II Update Report (Transmittal Report from June VMC-Subcommittee - September 2022)

Council received an update from AMS Planning and Research, which outlined next steps for advancing a performing and cultural arts centre, including site selection, business operating and financial modelling, and partnership development.