



Subject: Public & Commercial Processes for Proposed Multiplex Movie Theatre Development

APPROVALS:

Keith Smith, Director
Bob Couture, Acting Executive Director
Marcel Ulliac, Chief Administrative Officer

Administrative Recommendation:

THAT Council direct Administration to proceed with the process outlined in Attachment 1. (Public and Commercial Processes for Proposed Multiplex Movie Theatre Development, dated April 19, 2016).

Summary:

At the March 15, 2016 Council meeting, the Chair of the Land Planning and Development Advisory Committee presented their final report with recommendations for redevelopment of municipally owned lands in the city block bounded by Franklin Avenue, MacDonald Avenue, Morrison Street and Main Street.

Council approved the following motions “that the Land Planning and Development Advisory Committee’s recommendation for a multiplex movie theatre development on the land highlighted in the report be approved, in principle; and that Administration be directed to bring forward an implementation plan for Council’s consideration prior to April 30, 2016, which includes opportunities for public feedback, land sale and lease recommendations.”

Background:

Land Administration has worked with Supply Chain Management and Communications & Stakeholder Relations to determine the steps required to implement Council’s recommendations. Following the creation of the draft processes, Administration met with the Land Planning and Development Advisory Committee for their input as they led the process on recommending the multiplex movie theatre option.

Administration is proposing that meetings first be held with local developers to validate the concept and understand what land sale or lease terms developers would consider moving forward with for the multiplex movie theatre development. While meetings are being held with developers, the public will also be engaged to validate the concept and assess public support for the development. Following the public engagement, Council will be presented with a summary of public feedback before the project moves to the next stage.

The procurement process consists of posting an Expression of Interest (EOI) used to shortlist the proponents, issuing a Request for Proposal (RFP) to the shortlisted vendors, receiving detailed

proposals from those shortlisted, and finally entering into a letter of intent with the successful proponent. The RFP will require that the proponent is involved in a public engagement process to present their concept to the community.

It is the intent that Administration will review other cities practices for land sales or leases for similar types of development and the EOI will request that proponents propose under what land deal the development could proceed.

The intent is to provide monthly updates to the Land Planning and Transportation Committee where the processes will be tracked and the Committee will be informed of any efficiencies or delays that may be realized during the process.

Budget/Financial Implications:

Costs for the project will be covered by the Land Administration operating budget. It is anticipated the initial public engagement will cost a maximum of \$5,000. Other costs such as the hiring of experts to assist in the development of the procurement documents and support the evaluation to determine the shortlisted proponents and finally the successful proponent will be based on a separate Request for Proposal process. Should the Municipality expect to incur any major expenditures, these will be presented to Council for approval.

Rationale for Recommendation:

The Public and Commercial Processes supports the direction of the Land Planning and Development Advisory Committee's recommendation, has been compiled based on a realistic timeline to ensure good governance and proper project execution, and includes public engagement during the entire process.

Strategic Plan Linkages:

- Pillar 1 – Building Responsible Government
- Pillar 3 – Building a Vibrant Economy
- Pillar 4 – Building an Effective Land Strategy

Attachment:

1. Public & Commercial Processes for Proposed Multiplex Movie Theatre Development