

**REPORT TO:** Mayor James M. Diodati  
and Members of Municipal Council

**SUBMITTED BY:** Recreation & Culture

**SUBJECT:** **R&C-2018-02**  
**Cultural Hub/Farmers Market Award of Contract**

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## **RECOMMENDATION**

1. That Council award the detailed design phase contract to dtah for the Cultural Hub/Farmers Market project.
2. That the Mayor and City Clerk be authorized to execute the necessary contract documents.

## **EXECUTIVE SUMMARY**

City Council approved R&C-2017-16 Cultural Hub & Farmers Market Status Update report at the November 28<sup>th</sup>, 2017 meeting. The preferred hub design option presented by dtah was accepted by Council.

The consulting firm, dtah completed an extensive community consultant process to develop the preferred concept. The consultant is familiar with the project and stakeholders and staff recommend retaining the firm to continue with the detailed design process. If a new consultant was hired, additional dollars and time would need to be committed to the project. As dtah exceeded stakeholders' expectations, all parties support moving ahead to the detailed design phase with dtah.

## **BACKGROUND**

The development of a new facility that would accommodate a new Cultural Hub and Farmers' Market space in the Main & Ferry area was approved in the 2017 capital budget process. The first step to develop the new facility was to conduct a stakeholder and community consultation. The City hired dtah to consult with the community, conduct seven stakeholder meetings and an online survey to collect ideas for the direction of the facility. The study, conducted in two phases (community consultation and concept plan), included market, operational, financial, economic and social impact analyses of a multi-use facility that may house spaces for exhibition space, farmers market, administrative offices, classrooms/studios/presentation/rehearsal spaces, public spaces and green spaces. This type of facility would promote collaboration among

cultural entities and provide efficient use of existing and new resources in our community.

The consultant, dtah implemented this work. Several stakeholder meetings, online feedback and two public meetings were conducted to develop a concept that includes a café, artist studio, tool library, learning spaces, a market hall and a robust landscape that can accommodate public art, events and other shared public spaces.

## **ANALYSIS/RATIONALE**

The consulting firm of dtah was the successful proponent, for the Request for Proposal for the provision of consulting services for the Cultural Hub/Farmers Market Needs Assessment and Concept Plan July, 2017. During the summer months dtah determined the needs and direction for the project based on past studies, community consultation and stakeholder needs. Three options were presented with the preferred design option a combination of a few of the options.

## **FINANCIAL/STAFFING/LEGAL IMPLICATIONS**

Final capital budget costs to be determined when the detailed architectural and related business/operating studies are completed this spring. The budget for the next phase, detailed design is \$320,000 which was approved in the 2017 Capital Budget. Dtah submitted a proposal to complete this phase within the existing budget.

An operations plan, business plan and branding package will be required to ensure that it operates efficiently, effectively and cohesively while contributing to a vibrant community. This phase of the project was approved in the 2018 Capital Budget. Currently, some dialogue has started with potential partners to assist in the operations of the facility. Proposed time line to begin construction for the new facility is spring 2019.

## **CITY'S STRATEGIC COMMITMENT**

Strategic Priority, A Vibrant and Well planned City, Key Action: Continue to implement the recommendations from the 2007 Strategic Plan for the provision of Parks, Recreation, Arts & Culture.

**Recommended by:**

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Kathy Moldenhauer, Director of Recreation and Culture

**Respectfully submitted:**

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Ken Todd, Chief Administrative Officer