



INTRODUCTION

You are invited to submit a response to the following Partner Interest Exploration (PIE) relating to potential partnership opportunities for transforming the Coliseum building in Edmonton, Alberta, Canada.

The intent of this process is to conduct an exploration of interest from potential partners to transform the existing Coliseum building into a multiplex sport and recreation facility. The City of Edmonton is using this PIE to understand which organizations have interest and capacity to potentially contribute to the transformation in the following ways:

- Investing capital;
- Becoming an operating partner;
- Providing programming and/or services in a re-purposed retrofit of the existing Coliseum building.

Submissions will be reviewed by the City's Coliseum Transformation Project Team to gauge the level of interest in this project and how each submission complements a multiplex sport and/or recreation facility development in the existing Coliseum building.

The information supplied in this PIE is high level and general in nature. No contract awards will be made based on the responses provided, however all response ideas will be compounded and shared to City Council and some of the ideas generated some of the responses may be used, in part, in the development of a business case to assess the idea's feasibility.

Development of the business case will be led by the City of Edmonton and will be presented to City Council in April 2017. The City may seek clarification on submissions or request additional information to assist in the business case development.

Within the same timeframe as the PIE, the City will also be conducting public engagement, including two open houses for citizens and special interest groups to share ideas.

PLEASE NOTE: The City or the project team is not obligated to further explore all submission ideas received from organizations as a result of this PIE. The purpose of the process is to engage with and generate ideas from the community. The ideas generated from this and other public engagement efforts will be shared to City Council. Submitting a response is not binding to any party.



Facility Details:	The Coliseum Building Located at 7424 118 Avenue, Edmonton, AB, T5B 0Y2. The facility currently covers a site footprint of 167,000 square feet, with total square footage for all six levels totalling 461,536 square feet. It has 16,877 fixed seats with a capacity of 18,500. <i>(Please note: ideas for redevelopment of surrounding land and the rest of the Northlands site are not included in this exploration.)</i>
Eligible Respondents:	Hockey and amateur sport organizations that align with the vision of repurposing the Coliseum into a multiplex arena. The organization must be a not-for-profit organization, public service provider, or private sector organization registered for more than one year. The organization must not be in arrears to the City of Edmonton unless a repayment plan has been approved and is being followed.
Submission Deadline:	Friday, December 9, 2016, 2 pm (1400 hrs)
Submission Requirements:	Complete Part 4 of the Partner Interest Exploration document. Responses can be submitted in the following ways, listed in order of preference: <u>By email:</u> partnershipcentre@edmonton.ca <u>In person:</u> The City of Edmonton Citizen Services Reception 11th Floor, CN Tower 10004 104 Avenue Edmonton, AB T5J 0K1 Hours: 8:30am–4:30 pm Full submission requirements are listed on page 5
Site Tour and Information Session:	An optional <u>site tour and information session</u> will be arranged to support potential interested respondents on November 28 from 10 am – 12 pm . Please contact partnershipcentre@edmonton.ca no later than November 23 , if you are interested in attending.

If you have any questions please email:
partnershipcentre@edmonton.ca

Cite the PIE Number: PIE-JFP-001 in the subject line

Answers to all questions will be collected and released weekly on our web page according to the schedule outlined on page five (5) of this document.

Question period closes December 1, 2016 at 12:00 PM.

*Personal information is being collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy (FOIP) Act* and will be used by the City of Edmonton and associated organizations to help consider potential partnerships and/or redevelopment interests for the Coliseum and support future space allocation planning for this facility. Information from all ideas submitted will be supplied to City Council and accessible to the public. If you have any questions about the collection, use or disclosure of your personal information, please contact the Project Team, c/o partnershipcentre@edmonton.ca.



Part 1: Background

THE FACILITY

Name:	The Coliseum Building
Built:	1974
Size:	167,000 sq ft footprint (461, 536 gross square feet combined on 6 levels)
Address:	7424 118 Avenue, Edmonton, AB, T5B 0X2
Location:	Bordering the neighbourhoods of Montrose , Bellevue , Eastwood and Parkdale
Occupancy:	To be determined - anticipated in 2018

CURRENT STATE

The City of Edmonton currently leases the Coliseum to Northlands, a not-for-profit organization comprised of a Part IX Company and an agricultural society formed under Alberta's *Agricultural Societies Act*. All lands and structures on the site are in a long-term lease, which expires in 2034 with a renewal option available to 2049.

As of September 2016, the NHL Edmonton Oilers hockey team vacated the Coliseum (previously named Rexall Place) and relocated to the new Rogers Place arena in downtown Edmonton. The WHL Edmonton Oil Kings and LiveNation produced concerts have also moved to Rogers Place arena, creating a vacancy and an immediate drop in operating revenue for Northlands.

These factors prompted Northlands to look at redevelopment of the site. In December 2015, Northlands submitted a proposal to the City of Edmonton entitled "Vision 2020: The Re-creation of Recreation". In March 2016, Northlands made a presentation to City Council on its Vision 2020 proposal. In response, City Council passed an 11-part motion asking Administration to examine the Northlands proposal in detail with the commitment to hold a public hearing by August 31, 2016.

Vision 2020 proposed repurposing the Coliseum into a facility with: six (6) arenas; fitness club; climbing wall; running/walking track; party rooms; and a wide range of commercial retail units that support sport and tournaments.

On September 6, 2016 City Council passed the following motion:

That Administration seek partners for repurposing the Coliseum into a multiplex arena, pending securing necessary consent from Edmonton Northlands (Northlands) and the Edmonton Arena Corporation Administration, should consult with the public and user groups, and explore partnerships with interested hockey organizations and other amateur sports organizations, as well as potential hotel and development partners, and report back to Council in the first quarter of 2017, and bring a budget profile to advance conceptual design.

To further explore this council motion, City Administration created a Coliseum Transformation project team to, in part, engage the public on their ideas for the Coliseum repurposing.



Part 2: General Process and Information

THE REVIEW TEAM

The Coliseum Transformation project team will be reviewing all submissions to help assess the viability of each potential partnership scenario. The project team will use the review process to gauge partner interest in this project and how each submission complements a multiplex arena development in the Coliseum building. Some of the responses to this Partner Interest Exploration (PIE) will aid in the development of a business case for Council's consideration in April 2017.

FOR RESPONDENTS' INFORMATION

We welcome and invite proposals from organizations that support amateur sport and recreation and are interested in the transformation and operation of the Coliseum. The transformation of this facility is an exciting and innovative opportunity for organizations to partner with the City to create a hub for sport and recreation in the existing building.

In assessing potential space use and best fit under each proposal, the team will assess interest from responses based on some or all of the following criteria:

- Organizational background and capacity
- Alignment with organizational mandate and City strategies
- Project need/community benefit and impact
- Ability to collaborate and create positive synergies with other partners
- Proposed type and level of sport (specific league/age level)
- Proposed single user and/or multiple users (i.e., professional and/or highest level and/or community use)
- Amount of retrofitting needed for the proposed plan
- Proposed food and/or merchandise sales
- Parking requirements
- Sponsorship and potential name sales plan
- Revenue streams
- Proposed secondary uses of the facility
- Potential joint use of the facility (multi-partner model)

ELIGIBLE GROUPS

All sport and recreation organizations

QUALIFICATIONS

The responding organization must be a not-for-profit organization, public service provider, or private sector organization registered for more than one year. The responding organization must not be in arrears to the City unless a repayment plan has been approved and is being followed.

Please note: At this time the City is not considering aquatic-based retrofitting to this facility.



KEY DATES AND OTHER MILESTONES

Facility Site Tour and Information Session	November 28 10am–12pm Please email partnershipcentre@edmonton.ca by November 23 to confirm attendance
Public Open Houses	November 16 & 17, 2016
Weekly Questions and Answers Shared	November 10, 18, 25 and December 2, 2016
Deadline for Questions	December 1, 2016 at 12pm
Deadline for Submissions	December 9, 2016, at 2pm (1400 hrs)
Review Process Complete	December 2016/January 2017
Partner Notification and Update	January 2017
Report to Council	April 2017

**Note: The above schedule is subject to change. Notice of any major changes will be provided where feasible.*

SUBMISSION REQUIREMENTS

Please email one (1) copy of your completed Partnership Interest Exploration (PIE) form on or before **2 pm (1400 hrs) on Friday, December 9, 2016**. Submissions received after 2 pm (1400 hrs) may not be accepted or considered. Submissions should be emailed to partnershipcentre@edmonton.ca. Subject line should contain the PIE Number: PIE-CTP-001

It is the strong preference of the project team to receive email submissions. However, if the respondent wishes to submit a hard copy, please deliver one (1) bound hard copy and one (1) soft copy (disc or USB drive) in a sealed envelope on or before **2 pm (1400 hrs) on Friday, December 9, 2016**. Submissions received after 2 pm (1400 hrs) may not be accepted or considered. The envelope should have the PIE Number: PIE-CTP-001 on the label.

Hard copy submissions can be delivered to:

The City of Edmonton
 Citizen Services Reception
 11th Floor, CN Tower
 10004 104 Avenue
 Edmonton, AB T5J 0K1
 Hours: 8:30 am-4:30 pm, Monday through Friday (closed on Remembrance Day)



Part 3: General Information

FACILITY INFORMATION

Facility Hours: Available to be open 6 am-12 pm (negotiable) daily. Open all statutory holidays, except for Christmas Day.

Square Footage (Sq. Ft.): The facility currently covers a site footprint of 166,883 square feet (sq. ft.) with total square footage for all six levels totalling 461,536 sq. ft. (This is calculated by measuring from inside wall to inside wall, for example a 12 ft. x 10 ft. room would be 120 sq. ft.)

Facility Access: public transit and ground level parking available

Facility Rentals: additional spaces may be available for rent

Age of Building Structure: 42 years (built in 1974)

Drawings: Facility drawings will be available on the Coliseum Transformation website:

https://www.edmonton.ca/projects_plans/design_studies/coliseum-transformation.aspx

SOME INTEREST EXPLORATION FORM RESPONSE TIPS

To help Council decide the appropriate partnership model that will support the respondents' interests, please consider the following tips when completing the Partner Interest Exploration (PIE) form:

- Complete **ALL** portions of the PIE to the best of your ability based on your current knowledge.
- Proposals should be no longer than ten (10) double-sided pages (standard 8.5" x 11" letter size).
- Complete all sections in the order they are set out in the PIE form.
- Be thorough when describing your background, needs, and why you are interested in partnering with the City to transform the Coliseum building (assume that the project team knows nothing about your organization).
- In Part F of the PIE form, please advise the project team about what items in your proposal you are flexible on and what items you are unable to be flexible on. Please state your flexibility clearly.
- Consider how your submission will be reviewed (see considerations on page 3).

To learn more about the existing facility, please indicate your interest in attending the optional site tour and information session being held on **November 28** by emailing partnershipcentre@edmonton.ca. Deadline to RSVP to attend these sessions is **November 23, 2016**.

Background Information/ References:

- Council Motions/ Reports
 - [March 15, 2016](#) (item 6.1)
 - [August 31, 2016](#) (item 3.1)
 - [September 6, 2016](#) (item 6.11)
- Northlands [2020 Vision](#)
- [City of Edmonton Recreation Facility Master Plan \(2005-15\)](#)
- [City of Edmonton Arena Strategy](#)
- [City of Edmonton Active Recreation Strategy](#)
- [City of Edmonton Partnership Policy](#)
- [City of Edmonton Gymnasium Strategy](#)



Part 4: Partner Interest Exploration (PIE) Form

PART A: Organization Summary

Registered Name of Organization:			
Mailing Address:			
Website Address:			
Incorporation:	<input type="checkbox"/> Societies Act <input type="checkbox"/> Non-profit Corporation <input type="checkbox"/> For-profit Corporation <input type="checkbox"/> Registered Charity		
	<input type="checkbox"/> Other (specify):		Date Incorporated:
What is your annual operating budget?		How many staff do you employ?	
Submission Key	Name:	Title:	
Contact Name:	Daytime Phone:	Email Address:	

Is your Board of Directors aware that this PIE form is being submitted?

Yes ☐ No ☐

PART B: Organization Background

1. What is your organization's experience with amateur sport and recreation?

Please include:

- Organizational tenure and pertinent background;
- Proposed type and level of sport (specific league/age level);
- Proposed single user and/or multiple users (i.e. professional and/or highest level and/or community use).

2. What is your organization's experience in providing direct community programs and services?

	Name of key program, activity or service	When do they run? (day, evening, weekend)	# of times per yr	# of people served	% of people living in Edmonton
1					
2					
3					
4					
5					
6					



3. Outline your organizational structure. Please also indicate if you have the following documents available upon request (Do not include these in your response to this document) (Check all that apply ✓)
- | | | | |
|---------------------------------|-----------------------------------|---|--|
| <input type="checkbox"/> Bylaws | <input type="checkbox"/> Policies | <input type="checkbox"/> Guiding Principles | <input type="checkbox"/> Role Descriptions |
|---------------------------------|-----------------------------------|---|--|
4. Are you working in partnership, or as part of a consortium, with any other groups for this submission?
 YES ☐ NO ☐ If YES, please list your partners: _____
5. In the last 5 years, has your organization received any operating/capital grants from any levels of government?
 YES ☐ NO ☐ IF YES, describe when that occurred and for what type of support.
6. Is your organization in any other type of formal agreement with the City?
 YES ☐ NO ☐ IF YES, please describe.
7. What are the requirements to become a member of your organization or to participate in your programs, activities, or services?
8. If requested by the project team, what additional information are you able to provide that can help demonstrate the long-term sustainability of your organization? (Do not include these in your response to this document) (Check all that apply ✓)
- | | | | | |
|---|---|--|--|--|
| <input type="checkbox"/> Recent year-end financial statements | <input type="checkbox"/> Strategic plan or recent annual report | <input type="checkbox"/> Board meeting frequency and composition | <input type="checkbox"/> Organizational chart (with titles and hours work) | <input type="checkbox"/> Reference(s) from other organization(s) |
|---|---|--|--|--|
9. Briefly describe how this proposal aligns with your organization's mandate as well as the City's strategic documents (related to sport and recreation).

PART C: Project Description

10. Which of the following options most accurately describes your intent to be involved in the transformation of the Coliseum (check all that apply ✓):
- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Capital investment (Your organization has capital funding available to help transform the Coliseum) | <input type="checkbox"/> Operating partner (your organization is seeking to operate a portion of the transformed Coliseum and has funding to support ongoing operations) | <input type="checkbox"/> Program and/or service delivery (your organization has a program or service to run once the facility is transformed) | <input type="checkbox"/> Other (please describe): |
|--|--|---|---|
11. Briefly describe (max. 250 words) your proposed idea for the Coliseum.



PART D: Identified Need / Community Benefit

12. Please explain how your idea for the Coliseum repurposing will serve a need or demand within the community. Where appropriate, please provide evidence of this need.
13. How will accommodating your potential space interests at the Coliseum affect your current operating space situation? (Check only one ✓)
 - It will replace our current arrangements ☐
 - It will supplement our current arrangements ☐
 - It is a new addition (i.e. no current arrangements) ☐
14. A number of organizations will be considered for partner opportunities within the Coliseum. Identify any shared benefits you anticipate by being close to other amateur sport organizations in the Coliseum?
15. Please describe what expertise and level of support you could contribute in support of future facility governance and operations (e.g. by serving on a board comprised of various facility tenants)?
16. Describe how Edmontonians will benefit through your organization's use of this space. Will there be benefits or impacts to residents living in the surrounding neighbourhoods?
17. Briefly describe how your organization plans to use space in the Coliseum. Note any infrastructure changes required.

PART E: Facility Needs

18. Realistically, based on your current operations, please indicate your best estimate of the amount of space and number of each type of space that you will need for successful delivery of your program idea. Please also include times needed for each type of space.

Type of Space Use	Total Space Required	Describe Purpose	Days and Times*
e.g. Field of play space	3 (total number) 51,000 total sq. ft	3 hockey rinks (17,000 sq ft each) practice and games	M-F: 6 am-11 pm S-N: 10 am-5pm
Sport/recreation	total number total sq. ft		
Field of play	total number total sq. ft		
Dressing/changing room	total number total sq. ft		
Exercise/fitness space	total number total sq. ft		
Classroom/meeting room	total number		



	total sq. ft		
Practice	total number total sq. ft		
Office/administration	total number total sq. ft		
Retail or food services	total number total sq. ft		
Storage	total number total sq. ft		
Other (please describe)	total number total sq. ft		

* M= Monday, T= Tuesday, W=Wednesday, R= Thursday, F=Friday, S= Saturday, N= Sunday

19. Will there be any direct or indirect commercial use of your space (e.g. selling of goods, food, drink, or services that may result in a profit)?

YES ☐ NO ☐

IF YES:

Describe the anticipated commercial use.

Describe how this supports your organization's mission or purpose.

What % of your total space needs would support commercial use?

How often would that commercial use occur?

PART F: General/Other Comments

20. Please provide any other comments or considerations that you feel will help us better understand your transformation idea, space needs (i.e. drawing, layout plan), and organizational fit that have not been already captured.