

# HRM STADIUM ANALYSIS

*Presentation to Regional Council  
March 27, 2012*

## PROCESS

### *Rationale*

*Decades of discussion and desire  
for a stadium to complete the  
sport landscape*

### *Analytical*

*User group analysis  
Pricing and market demand analysis  
Operating budgets and forecasts  
Preliminary Design development  
Class C Capital costing  
Project construction timelines  
Site evaluations and selection*

### *Thorough*

*3 Phased process  
Citizen led Steering Committee  
Public consultation, surveys, meetings  
Data collection and business plan  
development*

### *Complete*

*Project complete and available,  
pending Council approval for  
capital budget consideration*

## TIMING & FUNDING

### *Project Delivery:*

*Site, construction and preparation can be completed in order to proceed to potential HOST City for Canada 2014 and 2015 Women's World Cup FIFA events*

### *Funding Formula:*

*Estimated cost of project: \$60M*

*Committed funding: \$20M HRM*

*Gap Unfunded by partners: \$40M*

## VALUE OF ANALYSIS

### *Phase 2 Analysis*

#### *Design*

- Preliminary Design and Scope of the facility appropriate for the HRM market*
- Community users primary target ie 300 + days per year usage*
- Bubbled field of play for winter access*
- 10,000 permanent seats, expandable to 20,000 seats*
- Event capacity for provincial, national, and international events currently unable to host*

## VALUE OF ANALYSIS

### Economics

- *Estimated annual cost \$190K – \$475K (pg 8 Phase 2)*
- *Estimated economic spinoff for events \$3.5 M- \$5.3M (FIFA 2014/2015 Phase 2)*

### Site Selection - Shannon Park

- *Preferred site by over 70% of citizens*
- *Public sector and technical high score*
- *Optimum site for access and exposure*
- *Catalyst for brownfield redevelopment opportunity*
- *Size of available lands appropriate for campus approach*
- *Cost effective*

## STAFF RECOMMENDATIONS

1. *Not proceed to Phase 3 - Construction, at this time;*
2. *Direct the Mayor, on behalf of Halifax Regional Municipality, to thank the Canadian Soccer Association for their ongoing interest in HRM as a candidate city, and to notify the CSA of Council's decision to decline further discussions related to the 2014 and 2015 FIFA Women's World Cup events;*
3. *Approve the Phase 2 Stadium Analysis report as the basis of the requirements for a stadium, and include the project on the Capital Plan as a future consideration; and*
4. *Identify Shannon Park as the preferred site for the future Multi-use Stadium project, and direct staff to work with Canada Lands Company for the future siting of a recreation/sport facility campus (up to 40 acres).*