How is the design progressing?
MASSING OPTION 1 BIRDSEYE VIEW

MASSING OPTION 1 PERSPECTIVE VIEW
MASSING OPTION 2 PERSPECTIVE VIEW

MASSING OPTION 3 PERSPECTIVE VIEW
EXTERIOR FINISHES

- CHARCOAL CORRUGATED METAL PANEL
- GREY GLAZING
- CHARCOAL CORRUGATED METAL PANEL (PERFORATED)
- GLAZING FEATURE
- GREY GLAZING

ALUMINUM SOFFIT WITH LED MARQUEE LIGHTING

PRE-CAST PANEL TO MATCH EXISTING ALUMINUM SOFFIT
CONCEPT SKETCH

RECESSIVE WALLS AND CEILING

FEATURE RIBBON
INTERIOR ELEVATIONS
Budget update

- Construction manager on the team to provide best-possible budget estimates as project progresses
- Latest estimate: $14.2M, hard and soft costs included
- Lots of slack, but no provision for further development in Lower Level, so using the 14M number as a planning baseline
- Options:
  - Theatre refurb only ($5-6 M)
  - Expansion + refurb ($12-14M)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Costs</td>
<td>9,637,097</td>
</tr>
<tr>
<td>Furniture, fixtures, and equipment</td>
<td>2,110,000</td>
</tr>
<tr>
<td>(e.g. new lighting and sound, seats, etc)</td>
<td></td>
</tr>
<tr>
<td>Consultants and Design</td>
<td>1,163,909</td>
</tr>
<tr>
<td>Contingency (10%)</td>
<td>1,291,101</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14,202,107</strong></td>
</tr>
</tbody>
</table>
Where are we in the planning and design process?

- **Concept Design**
  - Schick Shiner report

- **Schematic Design**
  - We are in this phase

- **Design Development**

- **Construction Documents**
Design Phase Costs

<table>
<thead>
<tr>
<th>Phase</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept Design</td>
<td>47,375</td>
<td>Schick Shiner. Funded by grant.</td>
</tr>
<tr>
<td>Schematic Design</td>
<td>95,030</td>
<td>Funded by benefit surplus</td>
</tr>
<tr>
<td>Design Development</td>
<td>97,645</td>
<td>Grant applied for, but will be late</td>
</tr>
<tr>
<td>Contract Documents</td>
<td>333,890</td>
<td>Funded by project capital plan</td>
</tr>
</tbody>
</table>

- Design Development – grant applied for, but award would be late. Will be bringing this to a Council soon to discuss making a reserve allocation in the interim.

- We are aiming to bring the project to the red line before pausing to assess fundraising.
Myer Horowitz Fundraising Update

November 1st, 2016
Outline

- Goals
- What we’ve done
- What we’re doing
- What is left to do
- Fundraising Risks
- Alternatives
- Recommendation
- Conclusion
**Goals**

- Minimize cost to students
- Create a link
Goals

Fundraise $10 million
What we’ve done

Extensive Consultation

- Meetings with professionals
- Consultation with Advancement & Alumni Relations
- Development of a case
- Data collection
What we’ve done

Creation of the Friends of the Myer Horowitz

- Not-for-profit society
- Board of Directors to act as consultants
- Anyone who donates becomes a member
What we’ve done

FMHT - Membership

- Maria David Evans – AB Gov & NFPs
- Myer Horowitz – Former U of A President
- Remco Van Eeuwijk - AIMCO
- Katherine Huising – AB Gov
- Gerry Kendal – Office of the Provost
- Andrew Sharman – VP Facilities & Operations
- Michael Phair – U of A Board Chair
What we’re doing

Fundraising Strategy

- Creation of a Capital Campaign Plan
- A plan for SIEF
- Finalizing the case
- Compiling alumni data
What we’re doing

Phased Fundraising Approach

- The Theatre
- The Experience
- The Students
What’s left to do

Creation of Fundraising Materials

- Stand-alone website
- Print materials & design
What’s left to do

Finalize planning and engage donors

- Capital Campaign Plan
- Structure a fundraising team
- Approach donors
Fundraising Risks

Major Considerations

- Unable to fundraise enough
- Unpredictability
- Turnover
Alternatives

Options

- Begin fundraising immediately
- Hire an external team
- Complete a test of the market
Recommendation

PROPOSAL FOR
MYER HOROWITZ THEATRE FEASIBILITY STUDY
FOR U OF A STUDENTS' UNION

Prepared for Sirina Hamilton & Robyn Paches
PREPARED BY
ViTréo Group Inc.
VITREOGROUP.CA
Recommendation

Feasibility Study

- Industry standard
- Recommended by Office of Advancement
- Risk mitigation
Recommendation

Feasibility Study - Uses

- Tool for fundraising
- Setting up the SU for success
- Reducing turnover risk
Recommendation

Feasibility Study - Process

- Planning Meeting
- Interviewee Identification
- Preparation of Materials
- Personal Interviews - Internal first
  - Tabulation and Analysis
  - Develop Recommendations
  - Preliminary Report
  - Final Report
  - Presentation to Board
Recommendation

Feasibility Study - Timeline

- 14-15 weeks
- Possibly longer due to Christmas season
- Timeliness is a factor
Recommendation

Feasibility Study – Costs

- $39,000 plus GST and travel
- $45,000 from Capital Reserve
  - Current total: $527,899
- Repayment plan of $9,000 a year for 5 years from operating efficiencies
Recommendation

Feasibility Study – Deliverables

- All-encompassing report and recommendations
- Creation of a narrative
- Feedback on material creation
Conclusion
Aligns with Values

Plan for tomorrow
Always keep moving
Conclusion
Aligns with Strategic Plan

4a. Develop and expand non-student revenue sources
Conclusion
Recommendation to Council

Release $45,000 from the Capital Reserve for the completion of a feasibility study.
Questions?

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robyn.paches@su.ualberta.ca