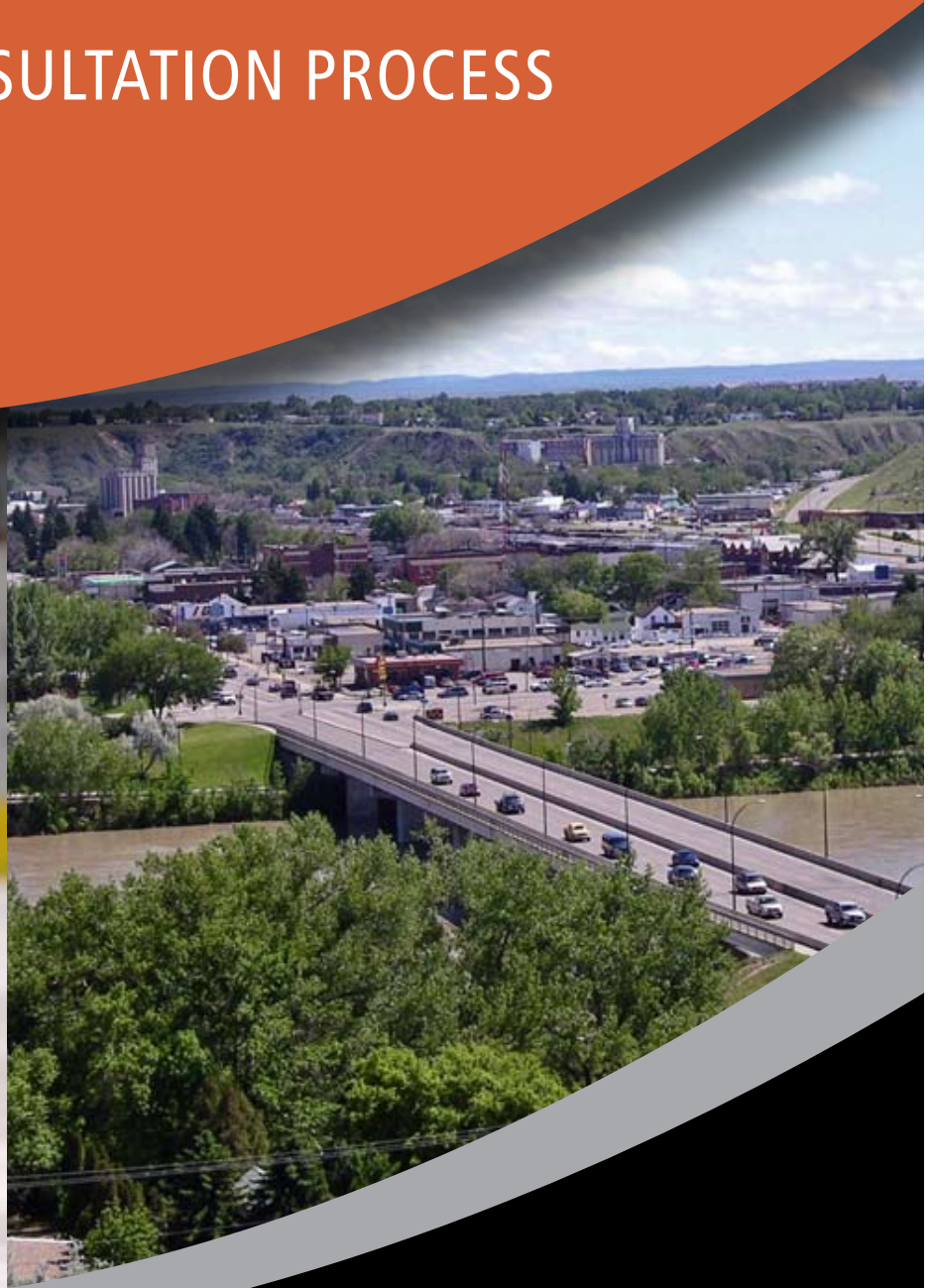




Medicine Hat The Gas City

ARENA FEASIBILITY PLANNING STUDY PART II COMMUNITY CONSULTATION PROCESS

April 2007



COMMUNITY
DEVELOPMENT
CONSULTANTS

Conventional
wisdom



Graham Edmunds Cartier

Community Consultation Process

Introduction

Following the presentation of the New Arena Feasibility Planning Study to City Council on January 22, 2007 input from the Public was obtained through a Community Consultation process that consisted of two open house sessions on successive weeks. The first session was held on Thursday February 1, 2007 at the existing Arena and the second on Tuesday February 6, 2007 at the Family Leisure Centre. Both open houses ran between 11:30 am and 9:00 pm. The planning study, as presented to City Council, was posted on the City's web site for Public viewing.

Representatives from City Council, the Steering Committee, City Administration and GEC Architecture were available to answer questions during the open house sessions. A questionnaire was made available – both in hard copy form and posted on the City's web site – to gauge public support for the recommendations contained in the report.

Overview

The results of the Community Consultation process on the six recommendations made within the New Arena Feasibility Planning Study can be summarized as follows. A detailed analysis and statistical summary of the information received through the process is provided below.

There were 827 completed responses with the majority of respondents being from Medicine Hat. Results have a strong influence from the 40 to 60 + age category. The majority of the respondents seemed to be interested in two aspects of the project – the site decision and whether the project should proceed or not – which is indicative of the completed responses. Respondents overwhelmingly commented on the site location and did not comment where they did not have knowledge in particular areas indicating that they wish City Council and Administration to act in their best interests.

- **Recommendation One:**
That the new arena be location in the North Flats area on Maple Avenue at Second Street.

There was limited public support (6%) for the facility to be located at this location as it was felt that there would be increased traffic congestion, insufficient parking and that a project of this nature would not likely provide any meaningful revitalization of the downtown area

of Medicine Hat. Generally speaking, there was more support for the facility to be located on either suburban or industrial sites such as the Family Leisure Centre or adjacent to the Trans Canada Highway. This is further supported by the responses to the question of “which aspects of the Planning Study do you agree most with” only 5% agreeing with the recommendation and 81% disagreeing.

There were strong sentiments expressed in the general comments section that the people of Medicine Hat rely heavily on personal vehicle use and are looking an abundance of parking at their destination at no charge. There was considerable support for the offer made by the owners of the Box Springs development as a potential site for the facility as well as consideration of the Family Leisure Centre site. Few respondents favor the East Southlands area as a potential site for the project.

- **Recommendation Two:**

That the new facility be built with a total capacity of 7,136 within 175,000 sq. ft. and include a second community ice component.

There was strong support (84%) for the capacity of the proposed new facility. There was mixed support for the individual components that make up the overall project with no one category receiving more that 50% support. With regards to the second sheet of community ice, 41% supported this aspect of the project.

General comments related to this recommendation indicate that any new facility should meet the long term needs of the City and should not be any smaller than the recommended size. There were many responses that supported need for more community ice as well as responses that supported keeping the existing arena to address this need. There were many comments indicating that the City should “get on with it” and “do it right”.

- **Recommendation Three:**

That the new facility be multi purpose in nature, consist of a single bowl design and include enhanced public amenities such as concourses and private suites as depicted in the report.

There was general support for the individual functional components that make up the project. These ranged from a low of 30% support for retail to a high of 45% for improved team facilities. There were a limited number of respondents who did not support the functional components that ranged from a high of 14% for the need for a restaurant to a low of 3% for improved team facilities which is consistent with the support for the functional components.

- **Recommendation Four:**

That the project be completed as a Municipal Public Works project.

There were a limited number of responses to this recommendation compared to the total number of respondents which is consistent with the general tone of the respondents being interested in only two aspects of the project – namely the location and whether it should proceed or not. There were twice as many respondents who supported the recommendation at 11% compared to 6% who did not support the recommendation.

- **Recommendation Five:**

That the facility, when completed, be operated by the City through an Arms Length Society model.

Again consistent with the overall results of the process there were a limited number of responses to this recommendation. Of those responding 10% supported the recommendation and 6% did not support the recommendation.

- **Recommendation Six:**

That the total project value, if constructed on the Maple Avenue site together with the second sheet of community ice, is assumed to be \$96.59 m (fully escalated) with a net capital funding requirement of \$92.59.

Of those responding to the financial aspects of the project 16% supported the recommendations and 25% did not support the recommendations. During the course of the community consultation open houses there was considerable discussion on the need for the project that ranged from strong support to strongly against. The issue of “the need” for the project was not specifically addressed within the questionnaire as the previous planning study and the accompanying Administrative report to Council clearly supported need.

In comparison to the question of site location there were a relatively small number of responses to this item suggesting that this issue is somewhat secondary in the minds of those responding.

Statistical Summary

Arena Feasibility Planning Study Part II Total Results Summary February 14, 2007

Combined

Question 1	Yes	No	Spoiled	Total
Feb-07	306	4	2	312
Feb-02	415	16		431
Feb-14	78	6		84
	799	26	2	827

Question 2	0-18	19-29	30-39	40-59	60+	Total
Feb-07	1	10	27	145	129	312
Feb-02	8	16	26	204	177	431
Feb-14	7	5	9	46	17	84
	16	31	62	395	323	827

Question 3	Single	Single with Children	Married with Children	Married w/o Children	Total
Feb-07	32	1	223	56	312
Feb-02	70	2	265	94	431
Feb-14	20	1	56	7	84
	122	4	544	157	827

Demographic data gathered for the survey indicate that the majority of respondents were residents of Medicine Hat. Results have a strong influence from the 40-60+ age category. Family status is adequately represented by those with and without children.

Question 1 Agree	Location	Size	Seating	Functional Components	Practice Facility	Development Model	Operating Model	Additional Ice	Financial Aspects
Feb-07	8	80	262		62	27	24	125	40
Feb-02	32	111	360		101	50	45	170	70
Feb-14	6	30	70		29	18	16	41	20
	46	221	692	0	192	95	85	336	130
	6%	27%	84%	0%	23%	11%	10%	41%	16%

Functional Components - Agree

	6,500 Fixed Seats	440 Standing Room	60 Restaurant Fixed	136 Seats in 17 Boxes	Retail Space	Larger Concourse	Boxes & Community Seats	Improved Team Facilities
Feb-02	174	175	148	162	122	196	153	201
	40%	41%	34%	38%	28%	45%	35%	47%
Feb-07	107	115	104	107	90	120	104	121
	35%	37%	34%	35%	29%	39%	34%	39%
Feb-14	40	40	45	43	36	41	41	50
	48%	48%	54%	51%	43%	49%	49%	60%
Total	321	330	297	312	248	357	298	372
	39%	40%	36%	38%	30%	43%	36%	45%

Respondents indicated that they were in support of the proposed facility (84%). No other area recorded over 50% support. The majority of respondents seemed to be only interested in two aspects of the project, the site decision and whether the project should proceed or not.

Question 2 Disagree	Location	Size	Seating	Functional Components	Practice Facility	Development Model	Operating Model	Additional Ice	Financial Aspects
Feb-07	251	45	63		46	21	21	21	75
Feb-02	347	32	81		50	25	23	35	110
Feb-14	71	16	20		14	5	7	6	19
	669	93	164	0	110	51	51	62	204
	81%	11%	20%	0%	13%	6%	6%	7%	25%

Functional Components - Disagree

	6,500 Fixed Seats	440 Standing Room	60 Restaurant Fixed	136 Seats in 17 Boxes	Retail Space	Larger Concourse	Boxes & Community Seats	Improved Team Facilities
Feb-02	37 9%	21 5%	63 15%	35 8%	49 11%	10 2%	27 6%	7 2%
Feb-07	45 10%	24 6%	48 11%	25 6%	50 12%	16 4%	19 4%	12 3%
Feb-14	15 18%	7 8%	4 5%	7 8%	6 7%	4 5%	4 5%	2 2%
Total	97 12%	52 6%	115 14%	67 8%	105 13%	30 4%	50 6%	21 3%

Consistent with the findings in the previous question, respondents only disagreed with the proposed location with 81% against. In this question respondents provided responses even less often than in Question #1.

Arena Feasibility Planning Study Part II Open House – Results Summary February 12, 2007

Are you a resident of Medicine Hat?

Yes	No	Spoiled	Total
721	20	2	743

Age:

0-18	19-29	30-39	40-59	60+	Total
9	26	53	349	306	743

Family Status:

Single	Single with Children	Married with Children	Married without Children	Total
102	3	488	150	743

What aspects of the Planning Study do you **AGREE** with most?

Question 1 Agree	Location	Size	Seating	Functional Components	Practice Facility	Development Model	Operating Model	Additional Ice	Financial Aspects
Feb-07	8	80	262	See below	62	27	24	125	40
Feb-02	32	111	360		101	50	45	170	70
Total	40	191	622		163	77	69	295	110
	5%	26%	84%		22%	10%	9%	40%	15%

Functional Components - Agree

	6,500 Fixed Seats	440 Standing Room	60 Restaurant Fixed	136 Seats in 17 Boxes	Retail Space	Larger Concourse	Boxes & Community Seats	Improved Team Facilities
Feb-02	174	175	148	162	122	196	153	201
	40%	41%	34%	38%	28%	45%	35%	47%
Feb-07	107	115	104	107	90	120	104	121
	35%	37%	34%	35%	29%	39%	34%	39%
Total	281	290	252	269	212	316	257	322
	38%	39%	34%	36%	29%	43%	35%	43%

What aspects of the Planning Study do you **DISAGREE** with most?

Question 2 Disagree	Location	Size	Seating	Functional Components	Practice Facility	Development Model	Operating Model	Additional Ice	Financial Aspects
Feb-07	251	45	63	See	46	21	21	21	75
Feb-02	347	32	81	Below	50	25	23	35	110
Total	598	77	144		96	46	44	56	185
	81%	10%	19%		13%	6%	6%	8%	25%

Functional Components - Disagree

	6,500 Fixed Seats	440 Standing Room	60 Restaurant Fixed	136 Seats in 17 Boxes	Retail Space	Larger Concourse	Boxes & Community Seats	Improved Team Facilities
Feb-02	37	21	63	35	49	10	27	7
	9%	5%	15%	8%	11%	2%	6%	2%
Feb-07	45	24	48	25	50	16	19	12
	10%	6%	11%	6%	12%	4%	4%	3%
Total	82	45	111	60	99	26	46	19
	11%	6%	15%	8%	13%	4%	6%	3%

**Arena Feasibility Planning Study Part II
Website Feedback – Results Summary
February 12, 2007**

Total Respondents: 53

Location:

Against	38	72%
Supports	2	4%

Budget:

Against	10	19%
Supports	7	13%

Building Capacity:

Against	9	17%
Supports	2	4%

Arena Feasibility Planning Study Part II
3rd Batch – Results Summary
 February 14, 2007

Are you a resident of Medicine Hat?

Yes	No	Spoiled	Total
78	6		84

Age:

0-18	19-29	30-39	40-59	60+	Total
7	5	9	46	17	84

Family Status:

Single	Single with Children	Married with Children	Married without Children	Total
20	1	56	7	84

What aspects of the Planning Study do you **AGREE** with most?

Question 1 Agree	Location	Size	Seating	Functional Components	Practice Facility	Development Model	Operating Model	Additional Ice	Financial Aspects
	6 7%	30 36%	70 83%		29 35%	18 21%	16 19%	41 49%	20 24%

Functional Components - Agree

6,500 Fixed Seats 40 48%	440 Standing Room 40 48%	60 Restaurant Fixed 45 54%	136 Seats in 17 Boxes 43 51%	Retail Space 36 43%	Larger Concourse 41 49%	Boxes & Community Seats 41 49%	Improved Team Facilities 50 60%
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What aspects of the Planning Study do you **DISAGREE** with most?

Functional Components - Disagree

6,500 Fixed Seats	440 Standing Room	60 Restaurant Fixed	136 Seats in 17 Boxes	Retail Space	Larger Concourse	Boxes & Community Seats	Improved Team Facilities
15	7	4	7	6	4	4	2
18%	8%	5%	8%	7%	5%	5%	2%



1110 - 1st Street SW
Calgary, Alberta T2R 0V1
T: 403.283.7796 F: 403.283.7779
www.gecarch.com