

TO : CITY MANAGER

DATE: 1994 APRIL 21

FROM : DIRECTOR RECREATION AND CULTURAL SERVICES

RE : SWANGARD STADIUM UPGRADING PROJECT

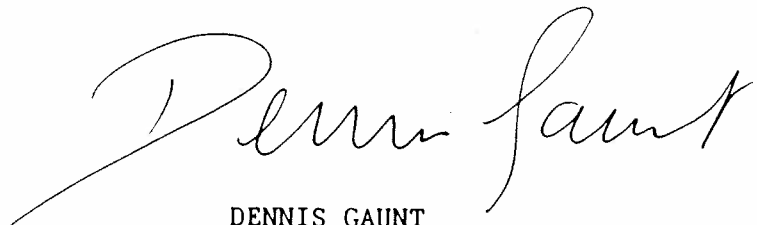
PURPOSE : To request approval of the Friends of Swangard Society's request to provide \$500,000 towards the capital cost of the Swangard Stadium upgrade, the provision of \$50,000 to start the process in 1994, and the inclusion of \$1,825,000 in Year 2 (1995) of the Five Year Capital Program.

RECOMMENDATIONS:

1. THAT the request of the Friends of Swangard Society, for the City to provide \$500,000 towards the estimated \$1,825,000 capital cost of the stadium upgrade, be approved.
2. THAT \$50,000 seed money be provided at this time from the City's Stabilization Fund for the purpose of providing for the Swangard Stadium fund raising campaign and to prepare preliminary design and specification information.
3. THAT \$1,825,000 be included in Year 2 (1995) of the five Year Capital Program for this purpose.

REPORT

At its meeting of 1994 April 20, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the four recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attachment
A/2617

cc: Director Finance
Director Planning & Building

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MANAGER'S REPORT NO.	27
COUNCIL MEETING	94/04/25

SUBJECT: SWANGARD STADIUM UPGRADING PROJECT

RECOMMENDATIONS:

1. THAT the request of the Friends of Swangard Society, for the City to provide \$500,000 towards the estimated \$1,825,000 capital cost of the stadium upgrade, be approved.
2. THAT \$50,000 seed money be provided at this time from the City's Stabilization Fund for the purpose of providing for the Swangard Stadium fund raising campaign and to prepare preliminary design and specification information.
3. THAT \$1,825,000 be included in Year 2 (1995) of the Five Year Capital Program for this purpose.
4. THAT Council be asked to concur.

REPORT

The Friends of Swangard Stadium Society have offered to spearhead a process for the upgrading of Swangard Stadium.

The Society, with the participation of the City, will take the initiative to raise \$1,825,000. The Society represents the primary sport users of the stadium, which includes soccer, football, rugby, track and field, 24 Hour Relay, S.F.U., 86'ers.

PROPOSAL OBJECTIVES

- "1. To technically redesign and rebuild the track and infield areas at Swangard Stadium so that it better meets the competitive facility needs of track and field, soccer, rugby and football.
2. To improve services to all stadium visitors including athletes, coaches, officials, event organizers, spectators, and members of the media."

PROPOSED IMPLEMENTATION SCHEDULE

- City funding approval	1994 April 30
- Make application for funding from Federal Government Infrastructure Grant program	1994 April 30
- Secure fund raising support from Stadium users	1994 June 01
- Make application for funding from B.C. 21 program	1994 July 01
- Prepare fund raising communication documents to support fund raising drive	1994 July 15
- Commence Regional fund raising drive	1994 Sept. 01
- Target date to secure funding	1994 Dec. 31
- Project tender documents	1995 March 01
- Award and start project	1995 May 01
- Complete field upgrade	1995 Sept. 01
- Complete track and support service amenities	1996 June 01

The basic elements of the upgrade include:

1. Widening and lengthening of the pitch to meet international soccer, rugby and football requirements.
2. Replacement of the track, repositioning of some field elements.
3. Installation of 1,100 bleacher seats to provide total of approved 8,000 seats.
4. Provide a new score clock.
5. Provide auxiliary washrooms and concession services for large crowd events.
6. Miscellaneous items depending on actual costs and funding levels achieved.

FUNDING STRATEGY

The Society in partnership with the City will carry out a fund raising program seeking support from all Swangard users (Regional, Provincial and National). The capital funding target is \$1,825,000. Financial participation will be pursued on the basis of 1/3 City/Society, 1/3 Province and 1/3 Federal:

City of Burnaby	\$ 500,000
B.C. Government - B.C. 21 Grant	600,000
Federal Government Infrastructure Grant	600,000
Friends of Swangard Stadium Society - Corporate Sponsors	<u>125,000</u>
TOTAL:	\$1,825,000

The fund raising committee of the Society will develop a marketing program for the fund raising campaign. It will include media events such as a 25th Anniversary Celebration of the Stadium in 1994, media information kits, video clips of Swangard for presentation to potential corporate sponsors.

To assist in the campaign, it is important to illustrate the finished facility through an artistic rendering, and to produce a preliminary technical description, general specification and cost estimate of the various upgraded elements.

It is estimated that it will cost \$50,000 to produce the campaign material and the preliminary project design and specification information; campaign material \$20,000, Preliminary Specification \$30,000.

It is requested that the \$50,000 be funded from the City's Stabilization Fund and the funds be placed in a Swangard Campaign account.

The expenditures will be initiated by the project committee and managed and accounted for by staff.

These start-up funds are required as soon as possible to implement the campaign. A commitment from the City to approve the project and provide financial support is vital to the successful application to the Province B.C. 21 grant, the Federal Infrastructure Grant and for corporate sponsorship.

The total commitment from the City would therefore be \$550,000, being \$50,000 start-up costs and \$500,000 towards the capital cost.

A current draft of a Five Year Capital Program presently includes \$1.5 million in 1995 for the upgrading of Swangard Stadium. It is recommended that this be increased to \$1,825,000 with funding sources as outlined earlier in this report. The majority of the funds would be spent in the year 1995.

MANAGEMENT OF THE PROJECT

The Parks & Recreation staff will participate in the Society's fund raising and technical committees. Commissioner Sav Dhaliwal will represent the Commission on the fund raising committee.

The 1994 planning and campaign implementation is a cooperative process between the Society and the City. The tendering and management of the construction aspects of the project will be handled by the City.

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The total project expenditures will be accounted for through the City's Finance Department. The Society will advance all project funds they raise in Trust to the City for the project prior to the tendering process.

The project will only proceed to construction if the funding is achieved.

The Society is confident that the funding targets will be met as proposed, given the anticipated support for this project. The Society has the enthusiasm and past experience in fund raising to make this project a success.

ND/DG:ps
COMMISSION/0137

cc: Director Finance
Director Planning & Building

