

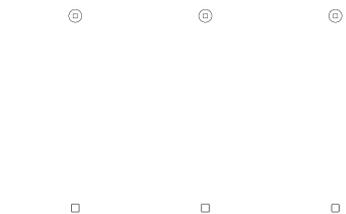
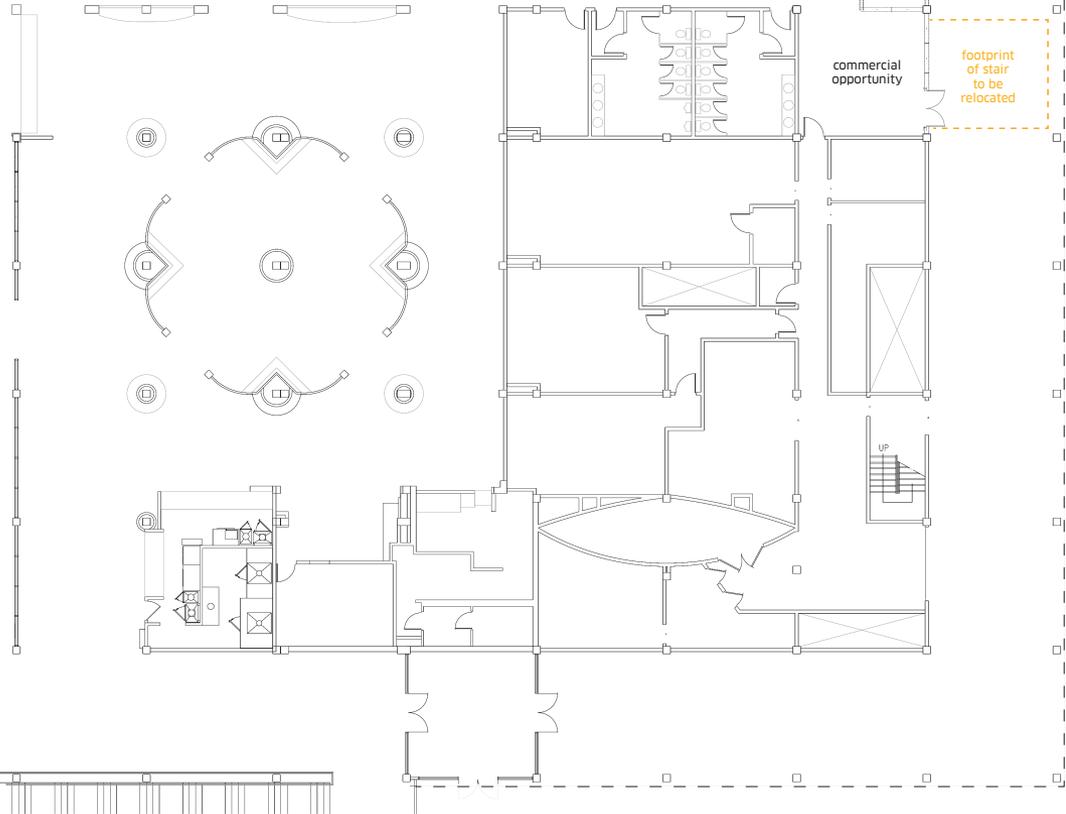
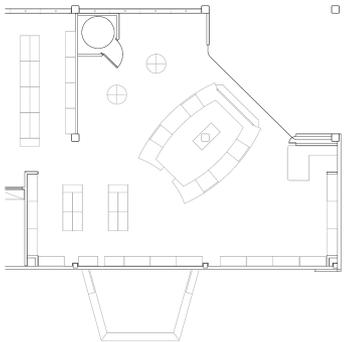
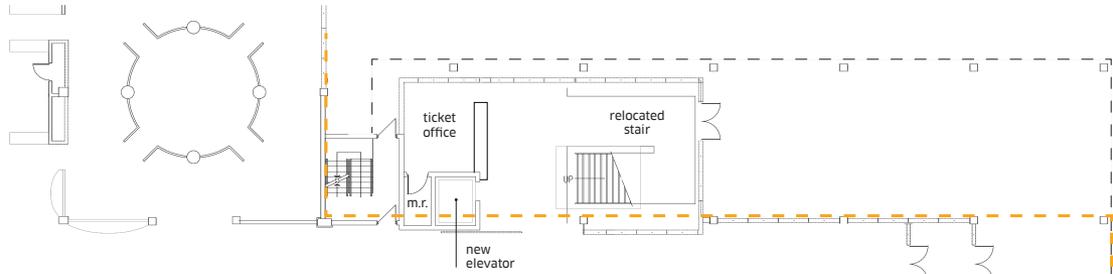
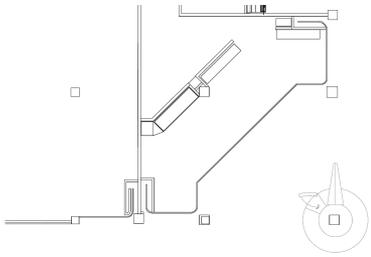


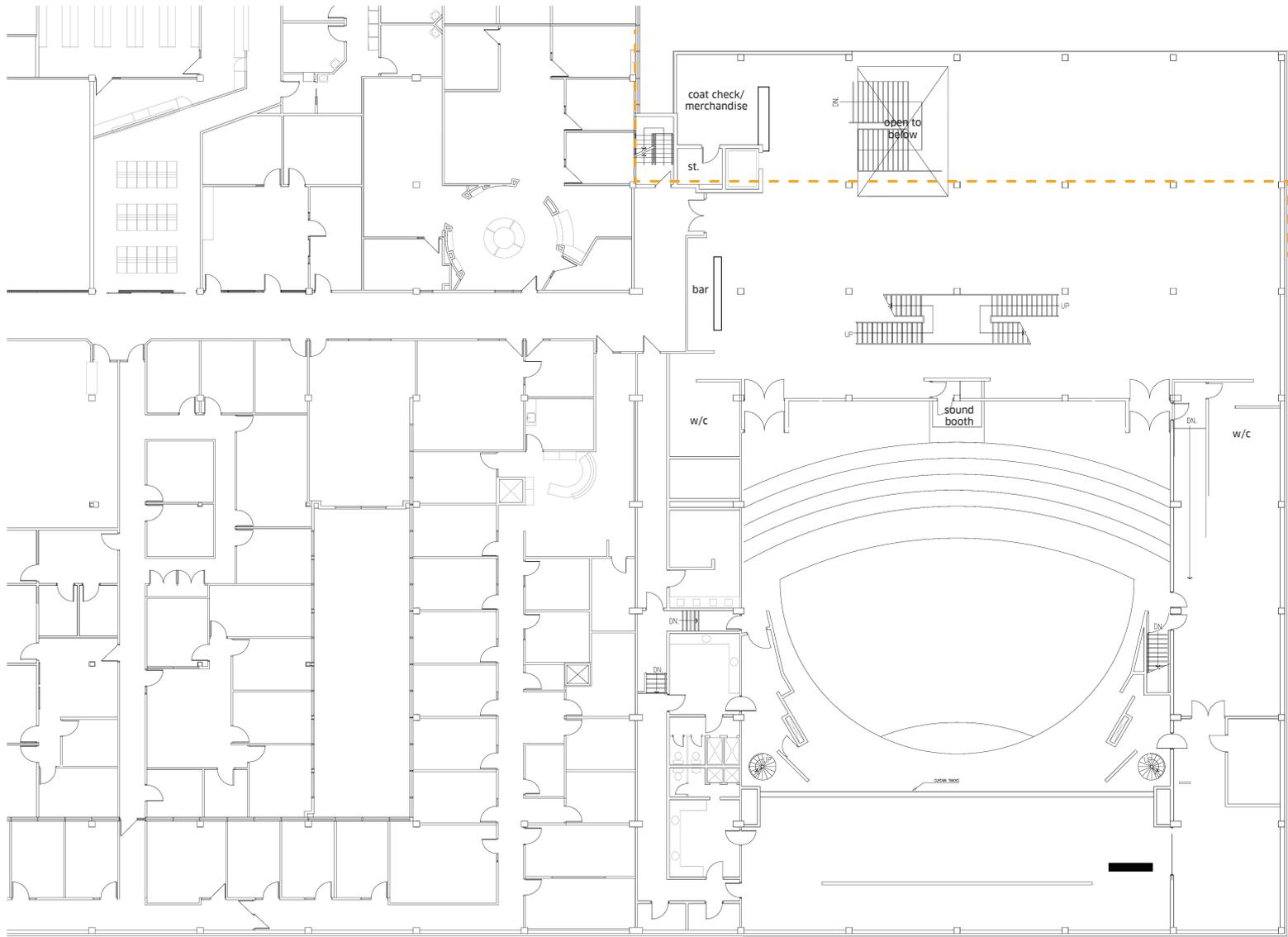
UNIVERSITY OF ALBERTA
STUDENTS' UNION

How is the design progressing?



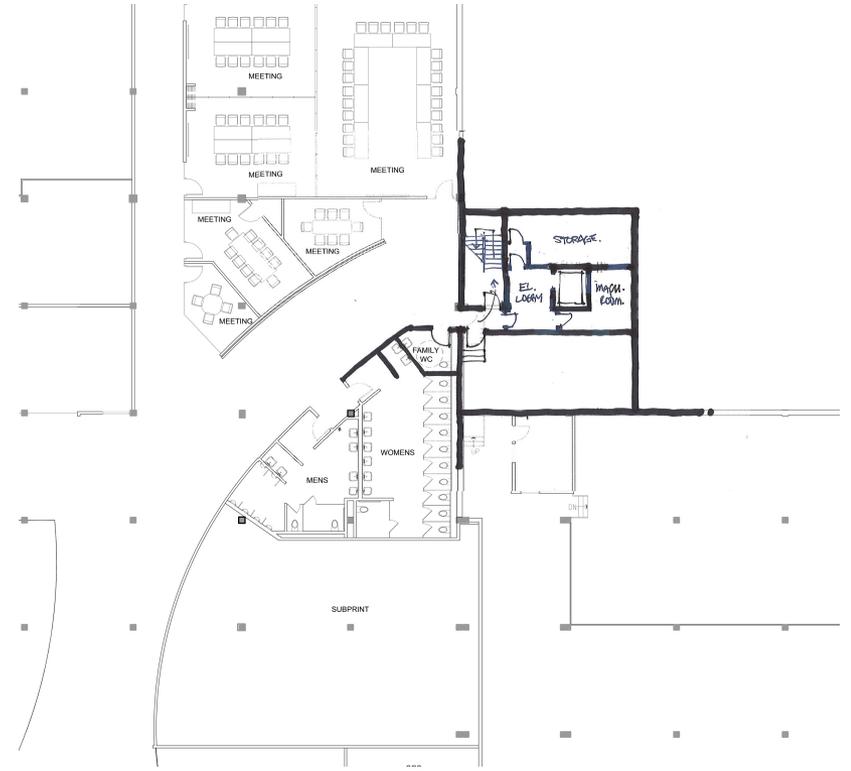
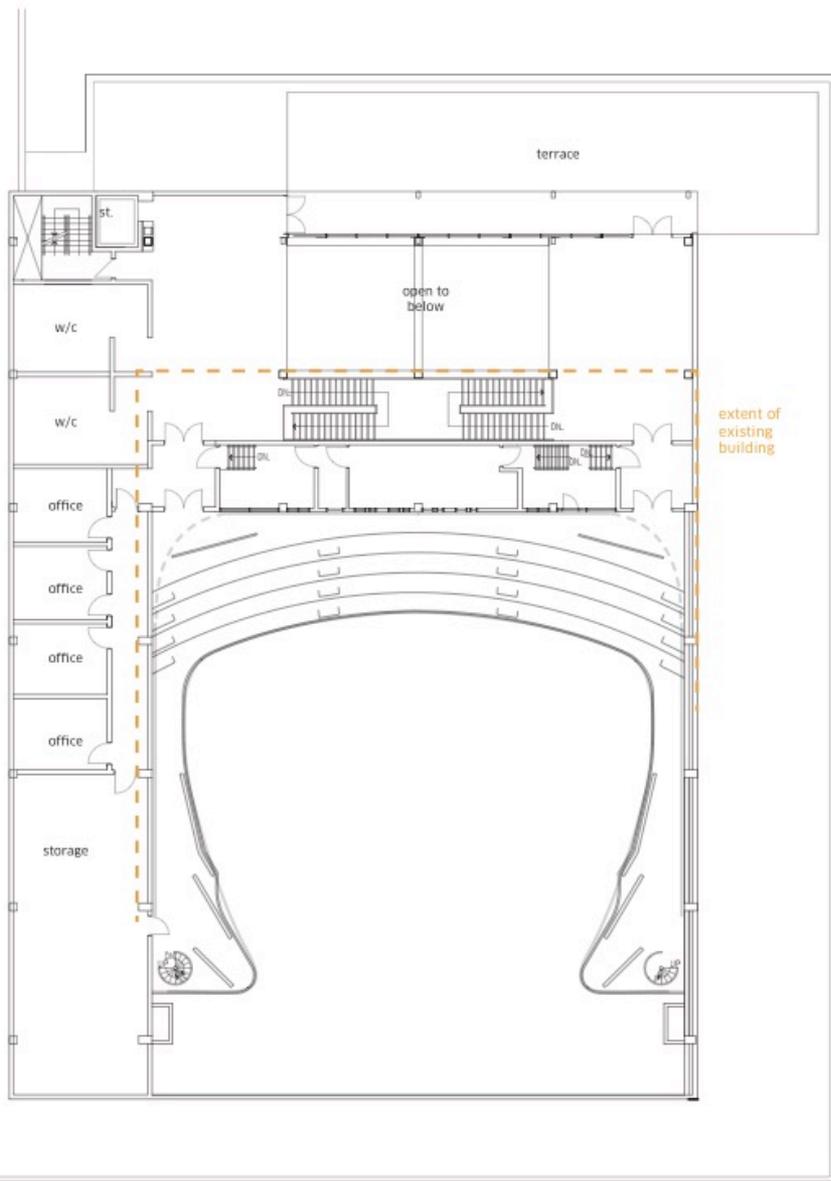
UNIVERSITY OF ALBERTA
**STUDENTS'
UNION**



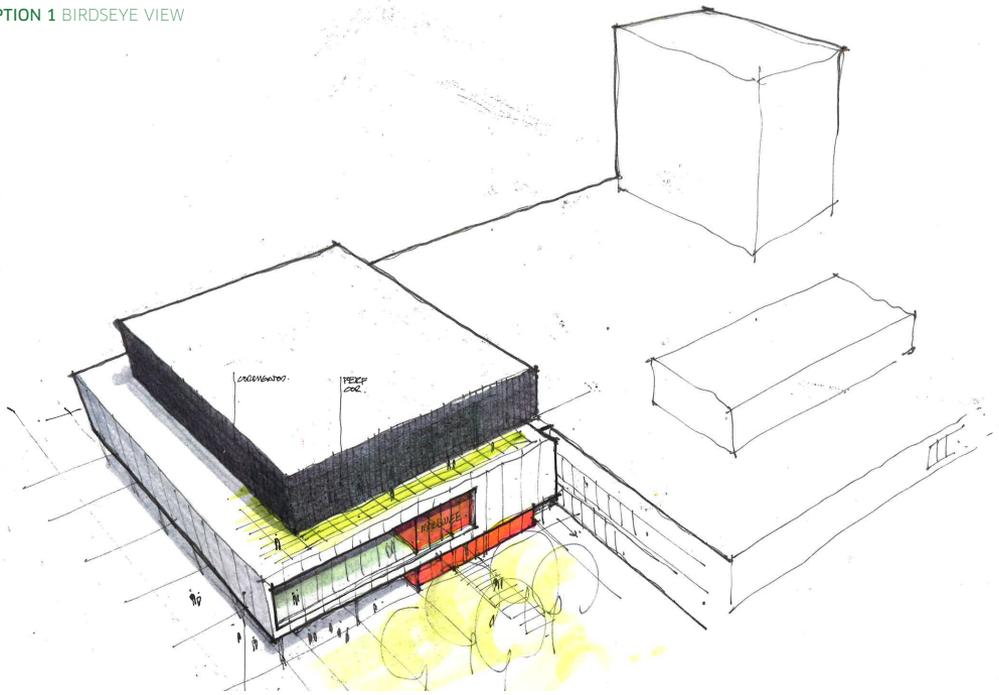


extent of existing building





MASSING OPTION 1 BIRDSEYE VIEW



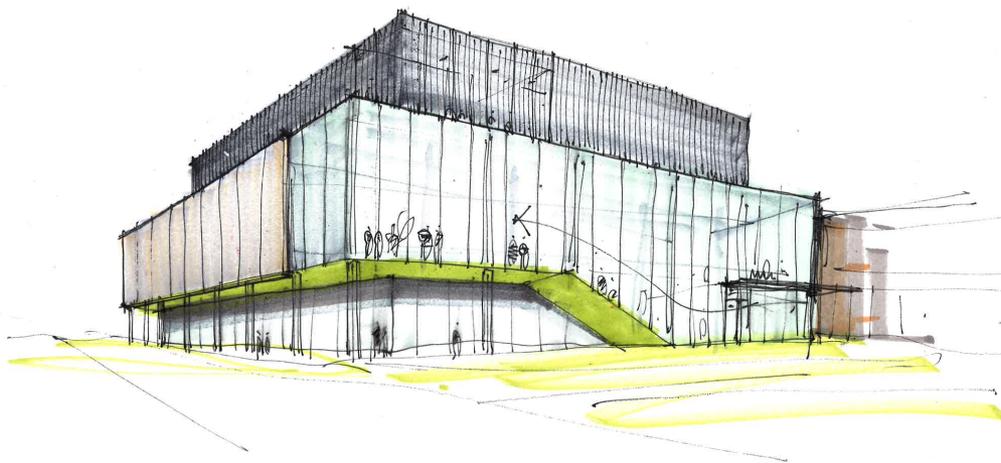
MASSING OPTION 1 PERSPECTIVE VIEW



MASSING OPTION 2 PERSPECTIVE VIEW



MASSING OPTION 3 PERSPECTIVE VIEW



ALUMINUM
SOFFIT (WITH
LED MARQUEE
LIGHTING)

PRE-CAST
PANEL
TO MATCH
EXISTING

CHARCOAL
CORRUGATED
METAL PANEL

GREY
GLAZING

CHARCOAL
CORRUGATED
METAL PANEL
(PERFORATED)

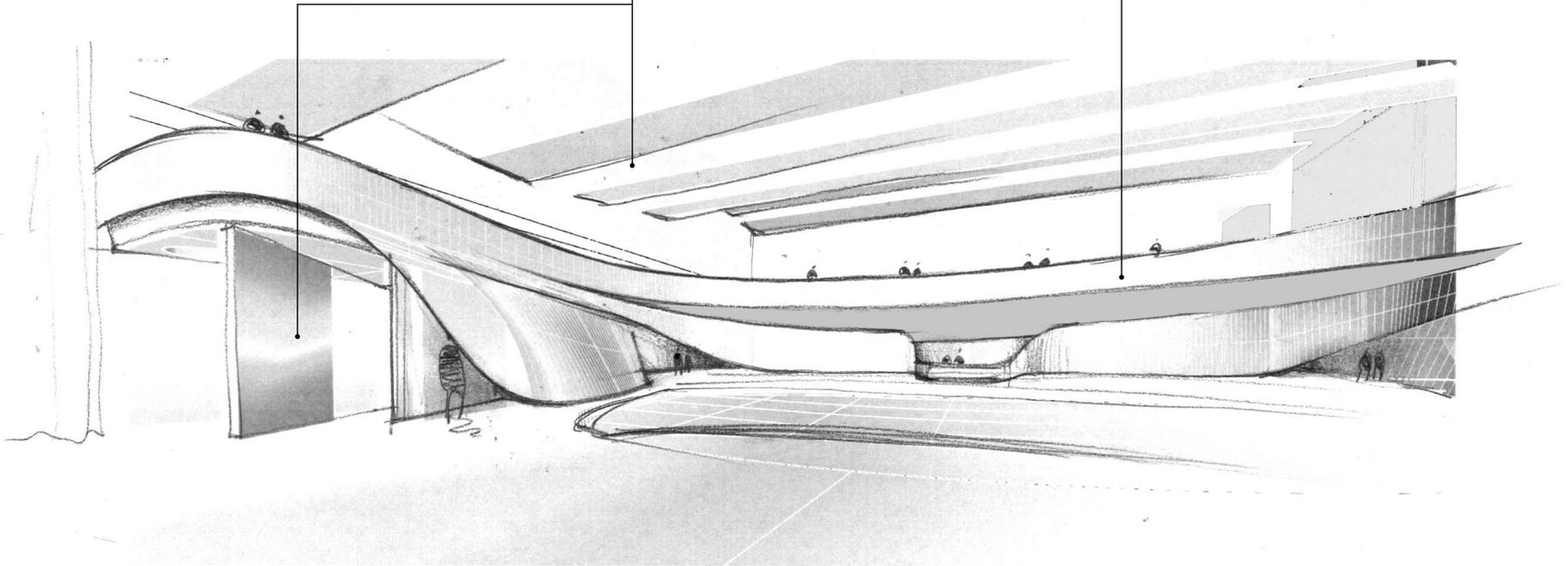
FEATURE
GLAZING

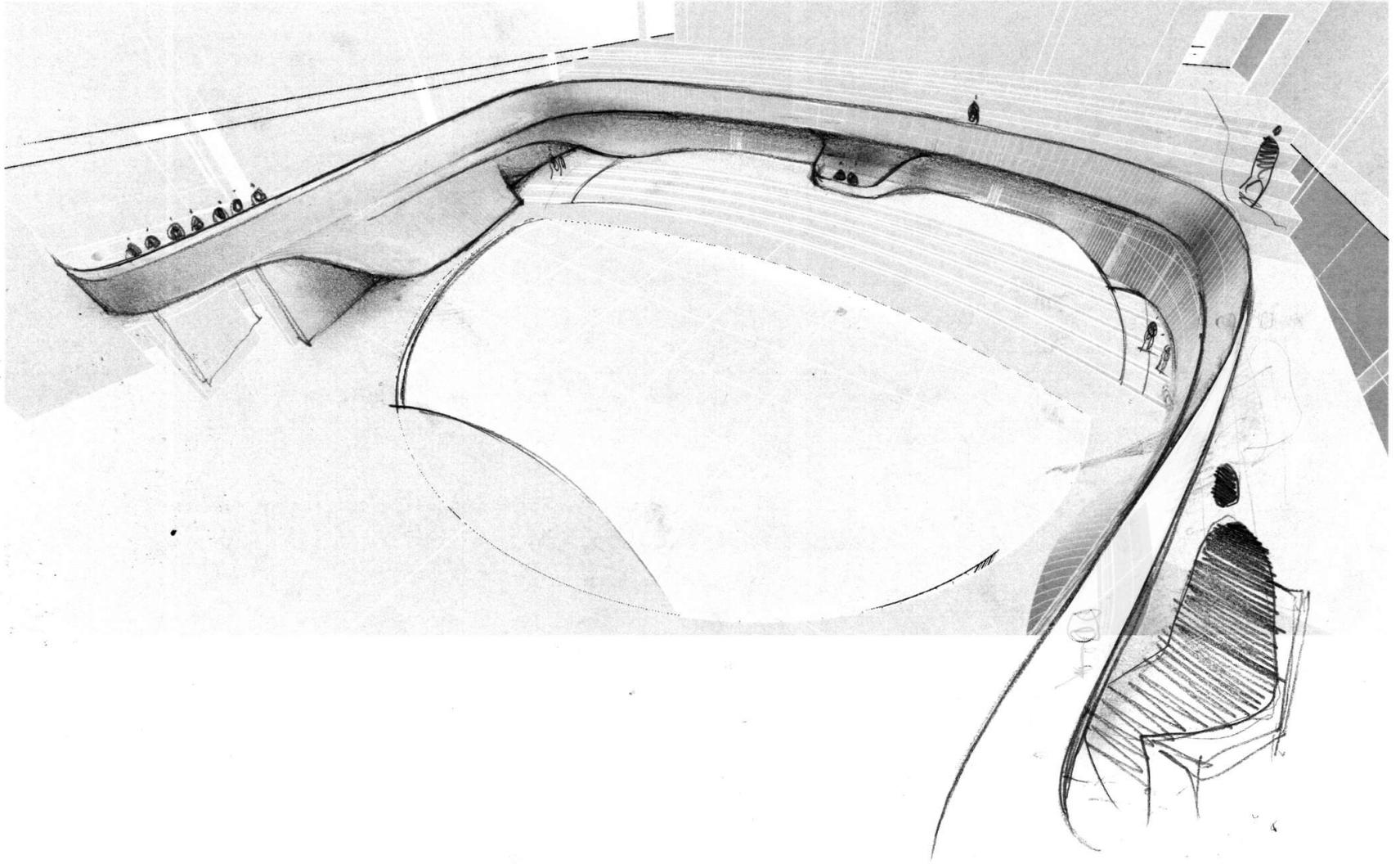




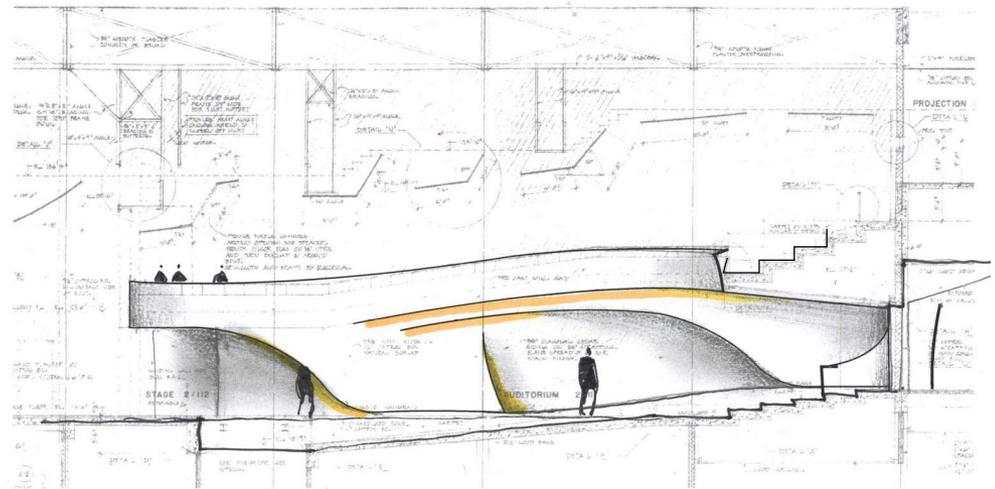
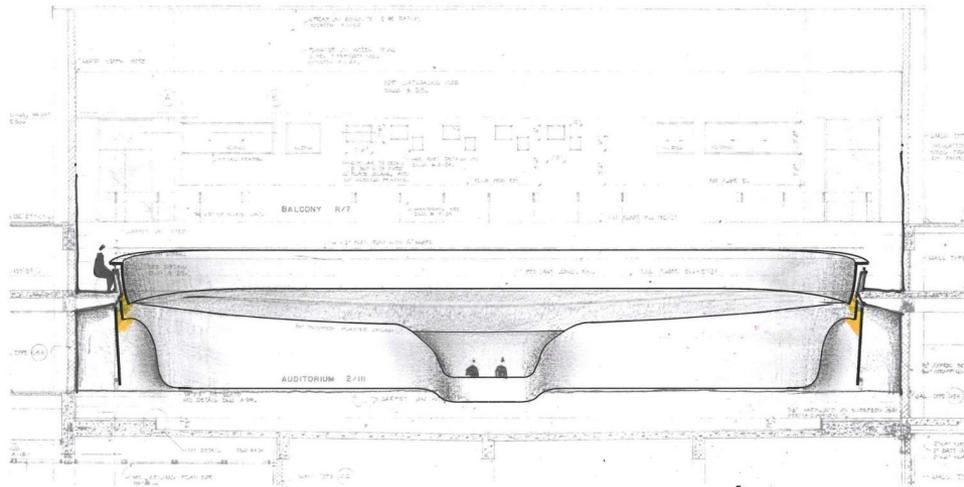
RECESSIVE WALLS
AND CEILING

FEATURE
RIBBON





INTERIOR ELEVATIONS



Budget update

Item	Amount
Construction Costs	9,637,097
Furniture, fixtures, and equipment (e.g. new lighting and sound, seats, etc)	2,110,000
Consultants and Design	1,163,909
Contingency (10%)	1,291,101
Total	14,202,107

- 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)

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

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

- 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

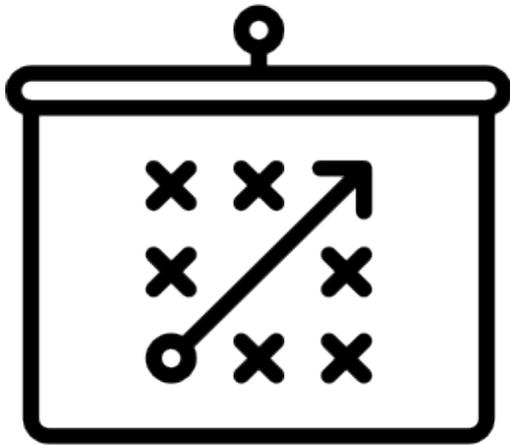
FMHT - Membership

- 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

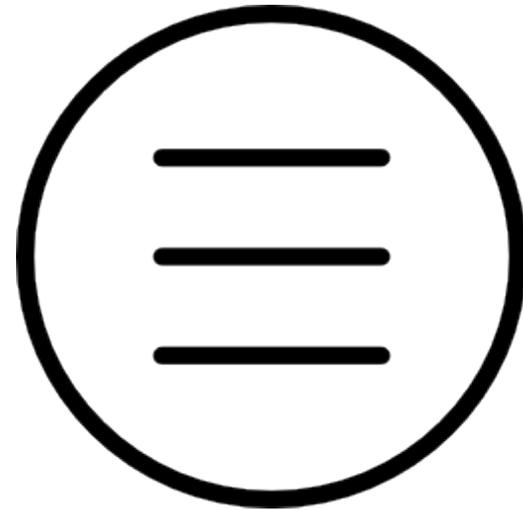
- Unable to fundraise enough
- Unpredictability
- Turnover



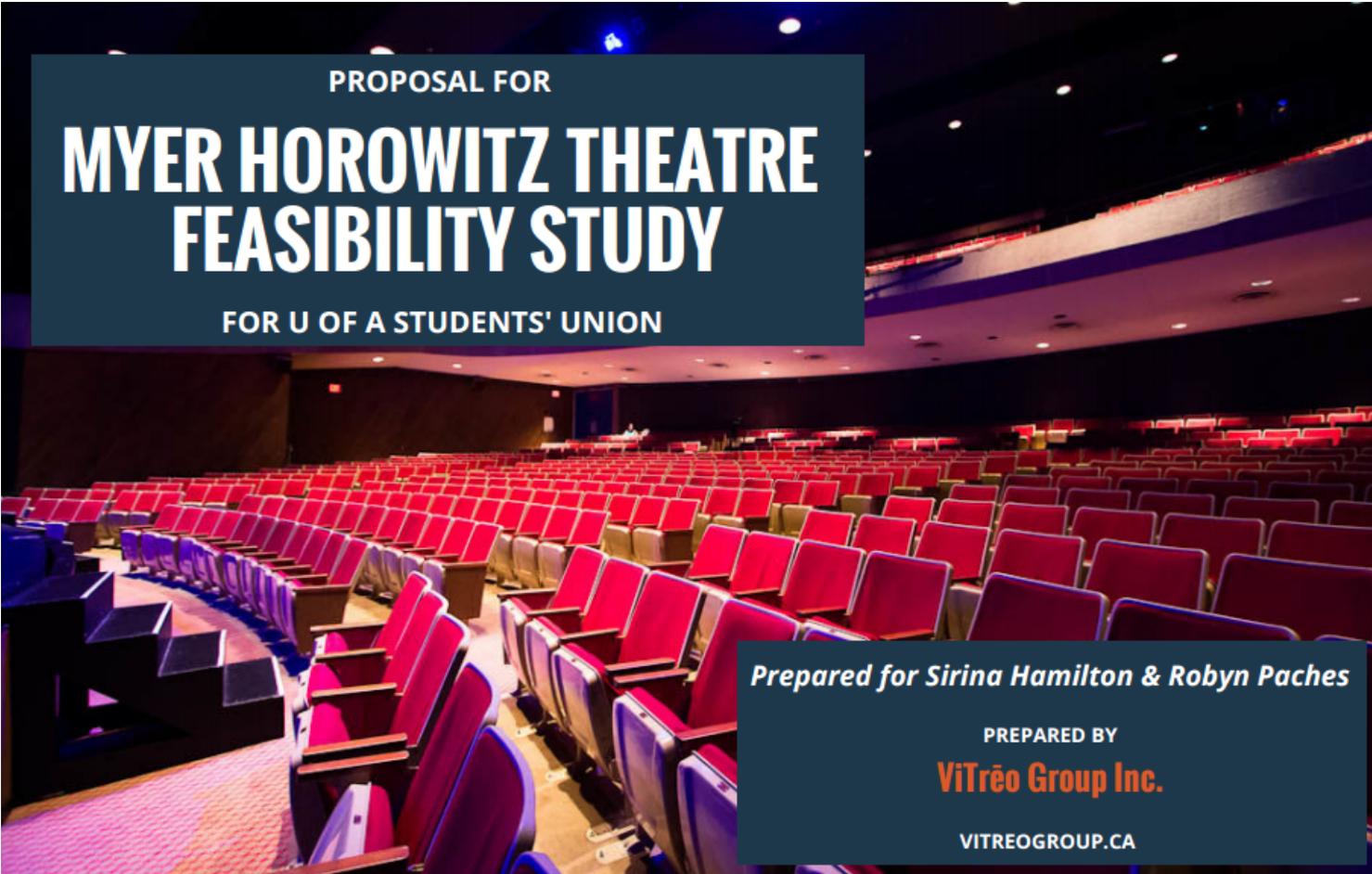
Alternatives

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

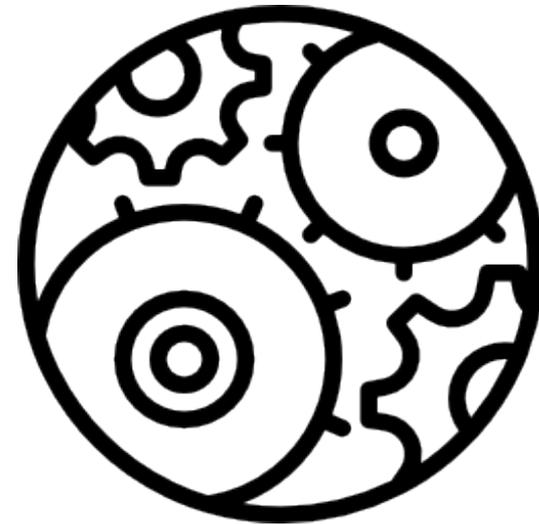
- Industry standard
- Recommended by Office of Advancement
- Risk mitigation



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

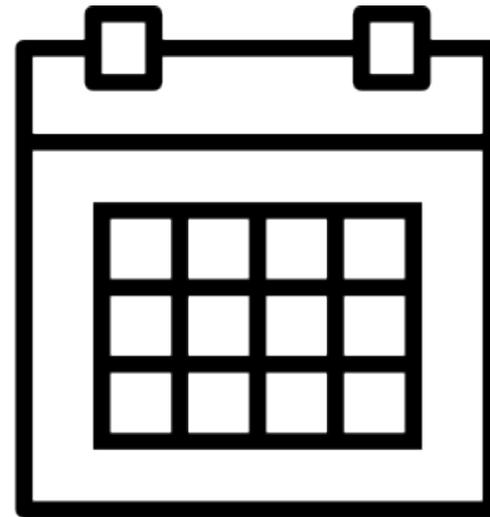
Presentation to Board



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?

Robyn Paches
VP Operations & Finance
robyn.paches@su.ualberta.ca

