



W.A. Fisher Auditorium and Event Centre



Two Phase Consultation Process

Phase One

Cultural Producer Assessment
Site Assessment
Neighbourhood Assessment
Economic Impact / Social Impact

Phase Two

Facility Outfitting / Equipment
Cultural Producer Engagement
Operational Model
Budget Development

The Facility

Facility uses:

Arts

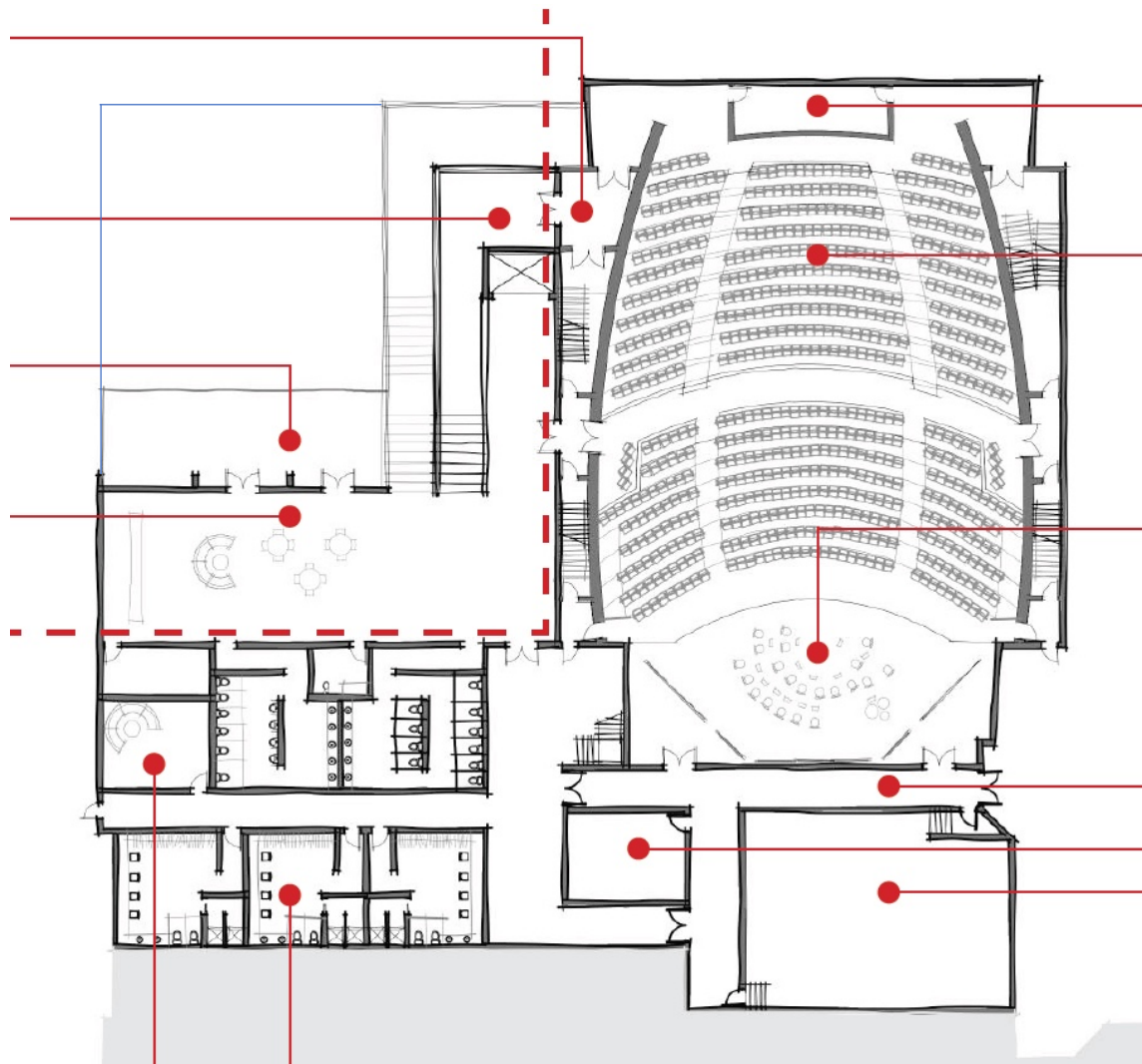
- Live Theatre
- Dance
- Classical Music
- Contemporary Music
- Children's Programming
- Live Streaming
- Film Screening
- Lectures
- LAN Events / E-Sports
- Stand-Up Comedy

Social

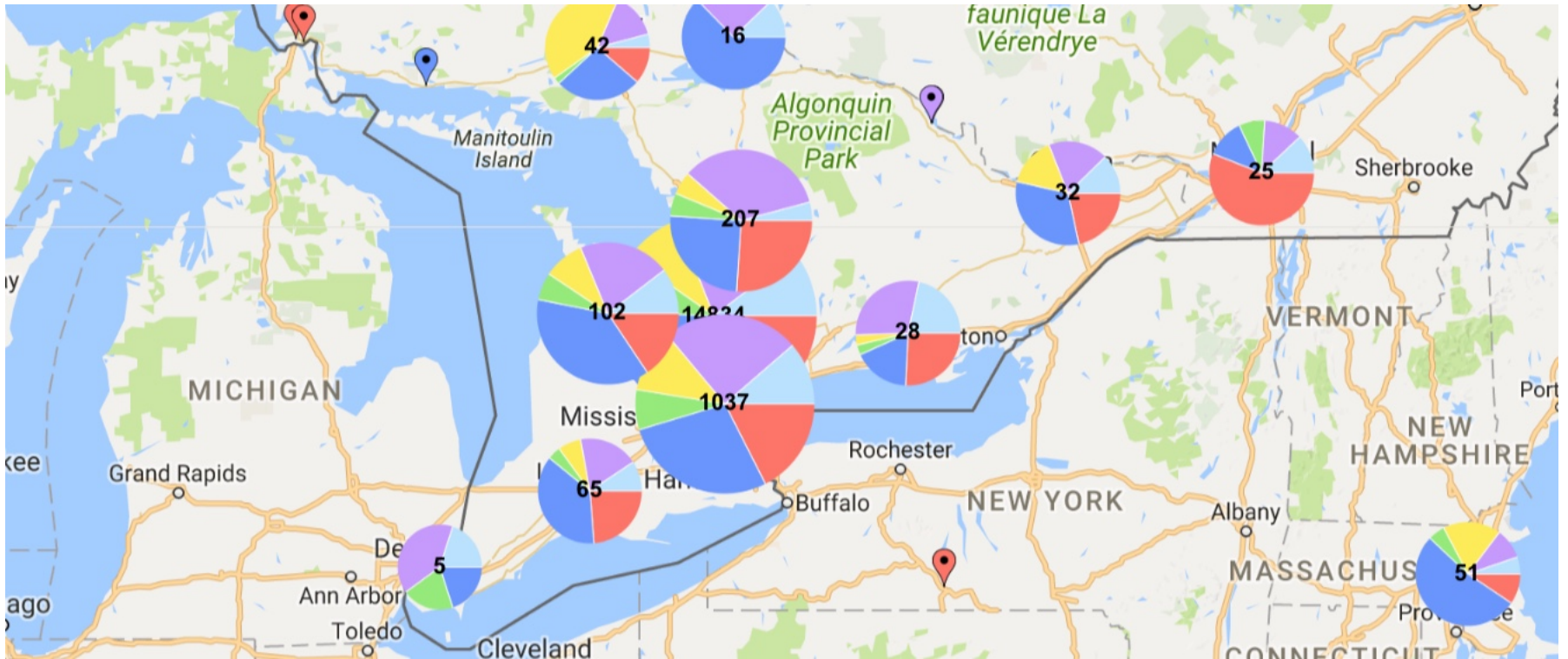
- Weddings
- Conferences
- Birthdays

Business

- Conferences
- AGMs
- Product Launch / Demo
- Networking Events
- Professional Development



Local Cultural Tourism Capacity



Local Cultural Producer Capacity

	January	February	March	April	May	June	July	August	September	October	November	December
Main Stage												
Talk is Free Theatre		x		x x x x	x				x x			x x
Theatre by the Bay					x		x x					
Kemperfelt Community Players		x x									x x	
Barrie Film Festival	x	x	x	x	x	x	x	x	x	x	XX XX	x
Huronia Symphony		x		x								x
Laurentian University Convocation						x						
Dance Recitals						x x x x						
Barrie Concerts		x		x	x					x		
Rehearsal Hall												
Talk is Free Theatre	x x x		x x x x x x	x x x x x							x x x	
Theatre by the Bay					x x x x x x x							
Kemperfelt Community Players		x										
Barrie Film Festival										XX XX		
Huronia Symphony	x x x x	x x x x x x x x	x x x x x x x x	x x x x x x x x					x x x x x x x x	x x x x x x x x x x		
Laurentian University Convocation						x						
Dance Recitals						x x x x						
Barrie Concerts		x		x	x					x		
Lounge / Alt. Venue												
Talk is Free Theatre									x x			
Theatre by the Bay					x		x x					
Kemperfelt Community Players					x x		x x					x
Barrie Film Festival	x	x	x	x	x	x	x	x	x	x x	x	x
Huronia Symphony				x		x					x	
Laurentian University Convocation						x						
Dance Recitals						x x x x						
Barrie Concerts		x		x	x					x		

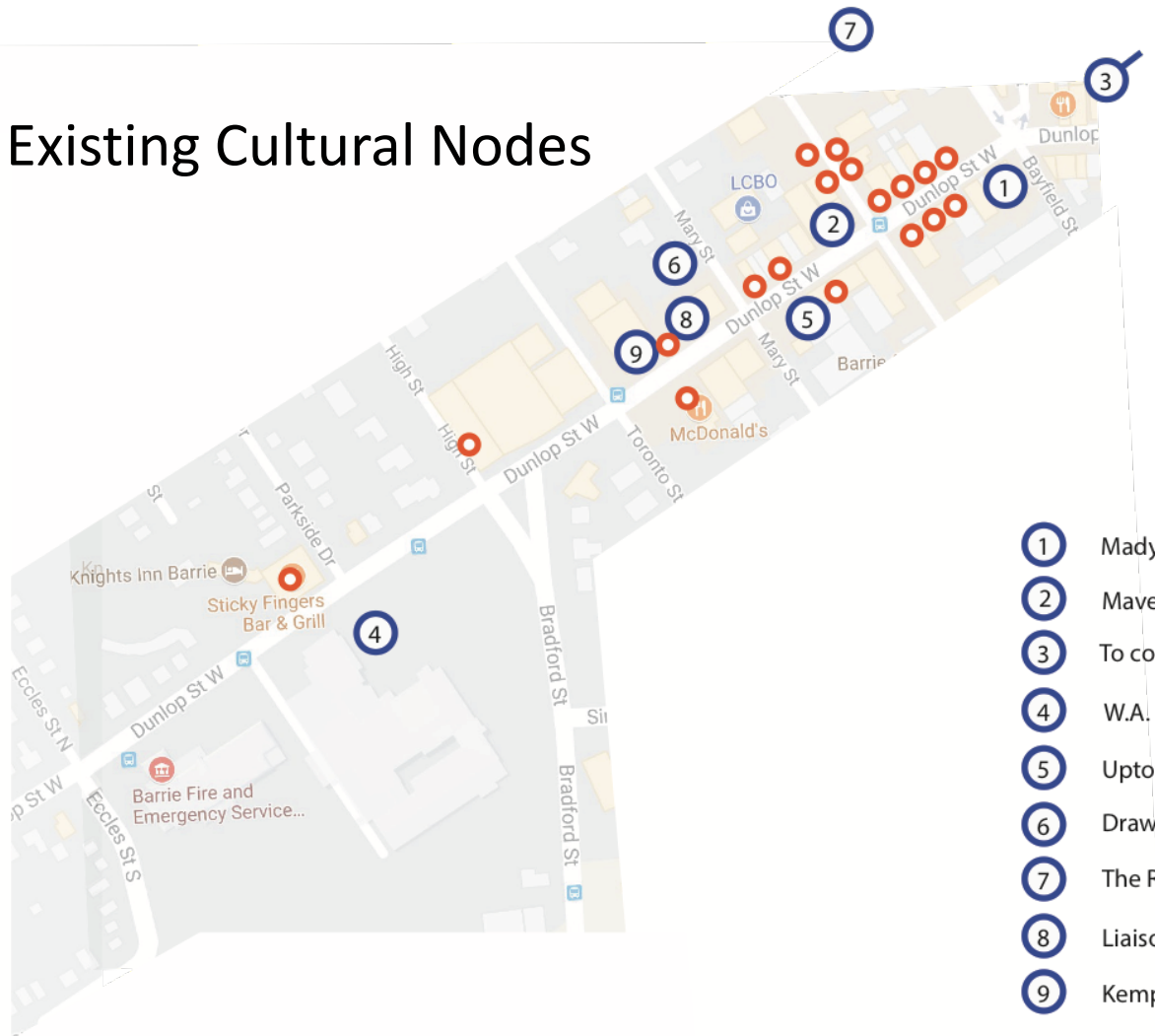
W.A. Fisher schedule for 170+ public events

Neighbourhood Capacity

URBAN DESIGN											
Street parking spaces	Downtown Centre	13	12	8	0	0	W.A. Fisher Site	0	0	33	4.7
Parking lot spaces		0	7	78	14	40		140	3	282	40.3
Bus stops		0	0	0	0	0		0	0	0	0.0
Bike locks/bike lanes		3	6	9	0	0		0	0	18	2.6
Benches		2	0	0	6	0		4	0	12	1.7
Tables & chairs/patios		0	0	0	0	0		0	0	0	0.0
Garbage		3	4	3	2	0		1	0	13	1.9
Recycling		3	4	3	2	0		1	0	13	1.9

Developing W.A. Fisher experience within 500m radius

Existing Cultural Nodes



- ① Mady Centre
- ② Maverick Music Hall
- ③ To commerical district
- ④ W.A. Fisher Development
- ⑤ Uptown Movie Theatre
- ⑥ Drawing House Studio
- ⑦ The Ranch
- ⑧ Liaison Culinary College
- ⑨ Kempfenfelt Bay School
- Restaurants

Development Opportunity



- A** Opportunity for intensified commercial use by converting office uses to restaurant, commercial or service uses.
- B** Opportunity to signature development of either hotel or educational use (ie. Laurentian Arts Campus)
- C** Opportunity for social cohesion development linking YMCA and CMHA

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Preliminary Economic Impact

Spending Category	Current Georgian Impact	New W.A. Fisher Impact
Public Transportation	\$97,698	\$194,108
Private Transportation - Rental	\$1,251	\$1,447
Accommodation	\$58,921	\$124,412
Food & Beverage - At Stores	\$98,524	\$204,020
Food & Beverage - At Restaurants/Bars	\$720,032	\$1,169,164
Recreation & Entertainment	\$751,444	\$1,793,640
Retail	\$477,300	\$656,625
TOTAL	\$2,205,170.00	\$4,143,416.00
Total Audience	31,820	43,775

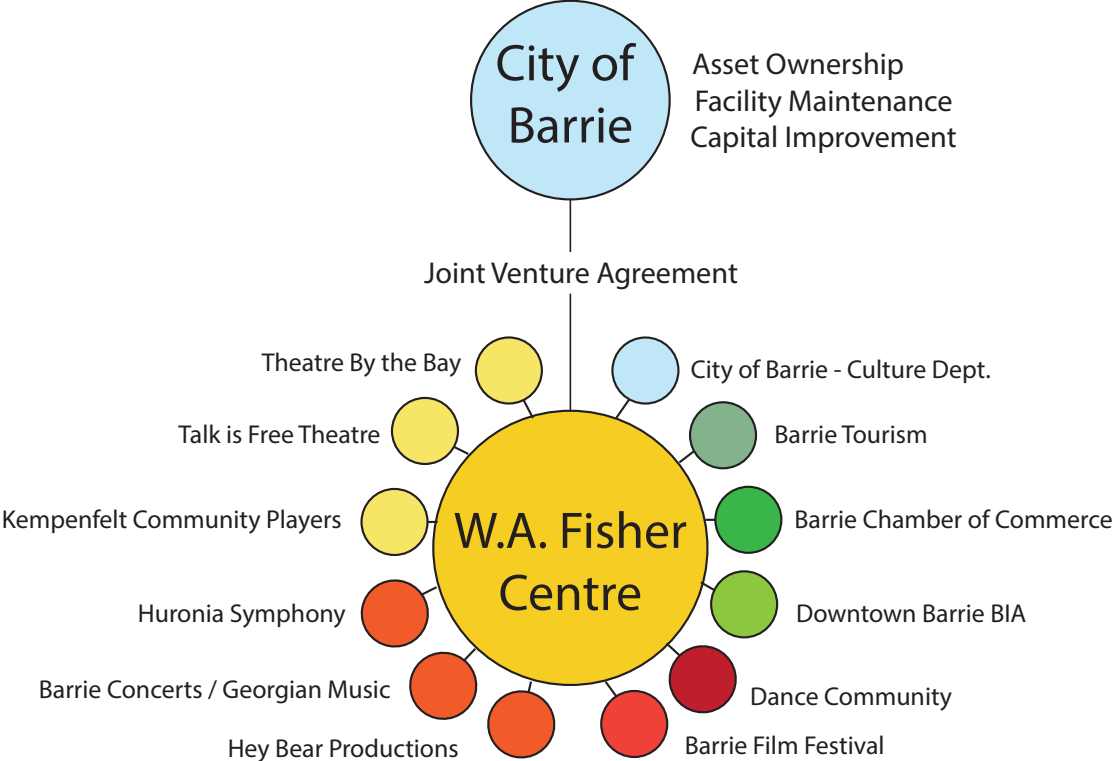
Additional impact of growth programming and conference events yet to be determined.

Social Impact

“77% of Canadians agree or strongly agree that arts and heritage experiences help them feel part of their local community”

“92% of Canadians believe arts experiences are a valuable way of bringing together people from different languages and cultural traditions”

Operational Model



Budget Highlights

\$218,000 in rental revenue

\$1,300,000 in ticket sales

4 FTE, 6 PTE + Volunteers

\$60,000 per year in CIF contributions

\$200,000 per year in TMUI contributions

\$50,000 per year City of Barrie contribution