Agenda – Executive Policy Committee – March 10, 2010

REPORTS

Item No. 3 Land Dedication Reserve Fund – Lubavitch Centre Inc.
(River Heights-Fort Garry Ward)
File EP-2

COMMUNITY COMMITTEE RECOMMENDATION:

On March 2, 2010, the City Centre Community Committee did not concur in the recommendation of the Winnipeg Public Service, and recommends to the Executive Policy Committee:

1. That the following eligibility criteria for the Land Dedication Reserve Fund be waived in this instance, namely:

   A. Funds may be utilized for the construction or renovation of recreation facilities on parks and recreation properties.

   B. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg

2. That funding in the amount of $51,000.00, from the City Centre Land Dedication Reserve, be approved to the Lubavitch Centre Inc., to assist with the cost of the Jewish Learning Centre project, subject to the following condition:

   A. Approval of final plans and specifications for the project by the City of Winnipeg.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

DECISION MAKING HISTORY:

COMMUNITY COMMITTEE RECOMMENDATION:

On March 2, 2010, the City Centre Community Committee did not concur in the recommendation of the Winnipeg Public Service and recommended to the Executive Policy Committee:

1. That the following eligibility criteria for the Land Dedication Reserve Fund be waived in this instance, namely:

    A. Funds may be utilized for the construction or renovation of recreation facilities on parks and recreation properties.

    B. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg

2. That funding in the amount of $51,000.00, from the City Centre Land Dedication Reserve, be approved to the Lubavitch Centre Inc., to assist with the cost of the Jewish Learning Centre project, subject to the following condition:

    A. Approval of final plans and specifications for the project by the City of Winnipeg.

ADMINISTRATIVE REPORT

ISSUE: **Land Dedication Reserve Fund – Lubavitch Centre Inc.**

Critical Path: **City Centre Community Committee**

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Werboweski	n/a	n/a	n/a

RECOMMENDATIONS

That this application be denied as it does not meet the following Program criteria:

1 c) Funds may be utilized for the construction or renovation of recreation facilities on parks and recreation properties.

3. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg.

IMPLICATIONS OF THE RECOMMENDATIONS

The Public Service has reviewed the subject application and has determined that it **does not meet** Council adopted Land Dedication Reserve Fund criteria.

HISTORY

On April 23, 2008, Council adopted a consolidated policy related to the Land Dedication Reserve Fund (LDRF), including a requirement that all requests for funding from the LDRF be referred to the Director of the Planning, Property and Development Department (the Fund Manager) for an evaluation report to be submitted before final consideration of the project.

In addition, Council approved amended criteria for the LDRF as follows:

Council Adopted Land Dedication Reserve Criteria

1. Funds may be utilized for:
   a) the acquisition of land for parks or recreation facilities;
   b) the development of properties for parks and recreation purposes including such ancillary equipment and structures as may be necessary to that development;
   c) the construction or renovation of recreation facilities on parks and recreation properties.

2. The expenditures of Reserve funds will be limited by the following exclusions for use. Specifically, funds will not be utilized for:
   a) Salaries related to the regular operation of the City's services;
   b) Operating materials and supplies;
   c) Regular maintenance of parks and recreation facilities or equipment;
   d) Acquisition of equipment not directly related to the development or renovation of parks properties;
   e) Property management costs including utilities, taxes, and other related costs.

3. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg.

4.The expenditure of funds will be contingent upon the existence of the resources necessary for the ongoing operation, maintenance and support of any parks or recreation facilities which are developed or renovated through the use of Land Dedication Reserve

FINANCIAL IMPACT

N/A

CONSULTATION

In preparing this Report there was consultation with: N/A

SUBMITTED BY

Department	Planning, Property and Development
Division	Planning and Land Use Division
Prepared by	Debbie Werboweski
Date:	February 5, 2010
File No.	


V:\5PARKS, RIVERBANKS & CC


V:\5PARKS, RIVERBANKS & CC

LAND DEDICATION RESERVE FUND APPLICATION

APPLICANT INFORMATION

Name of Organization:	Lubavitch Centre Inc.				
Mailing Address:	2095 Sinclair St.			Postal Code:	R2V 3K2
Phone:	339-8737	Fax No.:	586-0487	E-mail address:	chabad@mts.net
Name(s) of designated representatives to be contacted about this application:	Name:	Rabbi Avrohom Altein		Phone (daytime):	339-8737
	Position:	Directcor		Phone (evening):	
	Name:	Norman Velnes		Phone (daytime):	256-5124
	Position:	Capital Campaign Consultant		Phone (evening):	771-7692

How long has the organization been in operation? 35 years

Select Community Committee Area where project is located:

Assiniboia ☐ City Centre ☒ Riel ☐

East Kildonan-Transcona ☐ Lord Selkirk-West Kildonan ☐

PROJECT INFORMATION

Name of Project: The Jewish Learning Centre

Location of Project: 1845 Mathers Ave.

Project is located on City of Winnipeg owned lands? YES ☐ NO ☒

Project Start Date: February 2010 Anticipated Completion Date: December 2010

Total Estimated Project Cost: $ 3.9 million

Land Dedication Reserve Fund Requested Amount: $ 51,000.00

LIST OTHER PROJECT FUNDING SOURCES		AMOUNT	CONFIRMED	
Source #1	Federal Manitoba Infrastructure	$ 640,000	YES ☒	NO ☐
Source #2	Provincial Daycare Grant	$ 187,000	YES ☒	NO ☐
Source #3	The Jewish Foundation of Manitoba	$ 75,000	YES ☒	NO ☐
Source #4	Capital Campaign	$ 1,343,694	YES ☒	NO ☐
Source #5		$	YES ☐	NO ☐

DETAILED PROJECT DESCRIPTION

Provide a detailed description of the planned project, including:

- Community need/ support for the project
- Community consultation, if applicable (surveys, open houses, etc.)
- City of Winnipeg staff involved in project to date
- Scope of work
- Cost estimates/ quotes
- Project schedule

Project details, plans and supporting documentation may be submitted as attachments.

APPLICANT SIGNATURES

I/We hereby certify that I/we am/are the authorized signing officer(s) for the applying organization and this application is accurate to the best of my/our knowledge.

SIGNATURE	NAME PRINTED	TITLE/POSITION	DATE
	RABBI AVROHOM ALTEIN	DIRECTOR	Feb 3/10
	Campaign Consultant	Norman Velnes	Feb 3/10

Submit completed application to:	Planning and Land Use Division c/o Debbie Werboweski (ph: 986-4737, fax: 986-7524) Planning, Property and Development Department 15-30 Fort Street, Winnipeg, MB R3C 4X5

Project: **The Jewish Learning Centre**

Location: **1845 Mathers Ave.**

Scope of Work:

The project is to build a Jewish Learning Centre at 1845 Mathers Ave. The new facility is in response to a need for expanded programming in the south of Winnipeg. The current building at 2095 Sinclair St. no longer meets the needs of the Chabad Lubavitch organization in Winnipeg.

The attached feasibility study tested the need for the new learning centre and the ability of the community to raise the necessary funds to support the building program. The results of the study were positive and there has been string community support. The resulting fundraising campaign will conclude in June.

The new facility will provide an auditorium, classrooms, youth recreation hall, and daycare space. It will provide additional meeting space for the River Heights community. This facility will be a valuable asset in that area of the city.

Construction of the 17,000 square foot $3.9 million facility will commence in February 2010 with a projected completion date of December 2010. Manshield Construction has been awarded the contract.

Chabad Lubavitch Centre
Capital Campaign Feasibility Study

Process

The goal of the feasibility study was to determine the acceptance of the Jewish community to $5 million campaign to build a new facility on the corner of Grant Ave. and Mathers St.

A case for support was developed. People were identified within the community whose opinion about the campaign was important to know. A list of 44 people was developed and material sent to them. The material contained a letter of introduction from David Rich and the case for support. Thirty people have been interviewed.

Organizations within the Jewish community have been interviewed.

Results

Lubavitch Centre and Programs
When asked about the Lubavitch Centre

- The majority of those interviewed had not visited the facilities.
- Everybody knew about the Lubavitch Centre.
- Rabbi Altein and Rabbi Simmonds are held in high regard in the community.

When asked about the Centre's programs

- The majority of people had not attended a program.
- The majority of the people knew something about the programs.
- The programs are valued in the community. They are seen as important.
- It appears the programs are being utilized by a younger segment of the Jewish population.

Campaign

- There was a feeling, if there was a campaign, now would be the appropriate time. The reason being the Asper Centre campaign is virtually finished, the Sharon Home campaign has almost concluded and there doesn't appear to be anything on the horizon. (one interviewee thought there were two campaigns being developed)
- The Human Rights Museum is still an active campaign.

When asked if they would support a campaign

- The majority of the people said they would offer support.

Recommendations

At this point The Velnes Group would recommend the development and implementing a capital campaign for $3 million.

- There is support in the community for the Lubavitch Centre and the work it does.
- There is a sense the centre is important to the fabric of the Jewish community.
- The centre is important for the growth of the Jewish community in Winnipeg.

Level of Support

- We believe the support is substantial enough to fulfill a $3 million campaign.
- It important to note that the majority of the financial support will come from a segment of the community that is not, by their admission, closely linked to the centre.
- There is support for this project by the Jewish Federation of Manitoba. They see the Centre as important in their work of encouraging Jewish people to move to Winnipeg.

Rationale and Conditions

Rationale

- The Lubavitch Centre has talked about the need for a facility for some time. There is a feeling that it is time to move ahead.
- There is strong community support for the centre.
- There is an obvious need for expanded facilities. The new facility needs to be in the southern part of Winnipeg.
- The centre needs the visibility that the proposed centre facing Grant Ave. will provide.
- At this point there are no new active capital campaigns.

Conditions

- The campaign will need the support of a number of significant donors.
- The campaign will need at least five six figure gifts.
- That there are some key people prepared to talk to people in the community about the project and encourage their support.
- There is clarity about building and operating costs.
- The rationale for an additional facility serving the Jewish community is clearly outlined.
- Importance of the Centre within the Jewish community is articulated.

Comments from interviews

"The Jewish community will die without the Lubavitch Centre."

Prepared by The Velnes Group *May 27, 2008*

"If not now, when." (about starting the building program)

"Any Jewish community that has a Yeshiva will survive."

"The Lubavitch Centre is essential for the nature and character of the Sharon Home and the Asper Centre."

"Nothing in the Jewish community to work against the campaign."

"Would support if the case for support was right." (When asked if they would support the campaign)

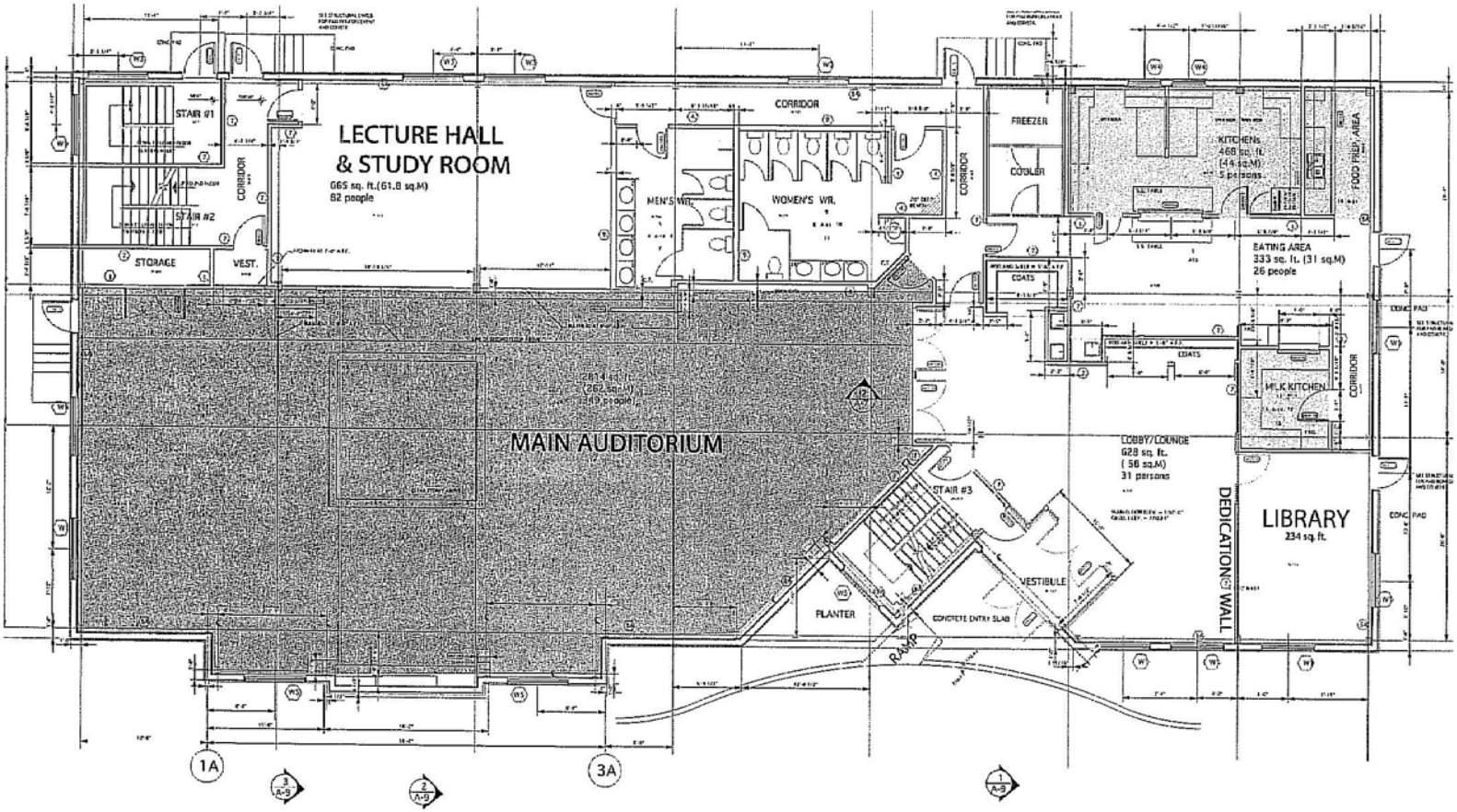
"They do reach out to people seeking something."

"Project should be in stages and should be modest."

Next Steps

- Develop a case for support and other related campaign material..
- Develop a campaign timeline;
    - Develop material
    - Develop a timeline for the silent and public phase of the campaign.
- Create a list of potential major donors. Along with this list would be a list of suitable people to make the call.
- Create donor categories and categories for naming rights.
- Contact other funding bodies (foundations and government agencies).

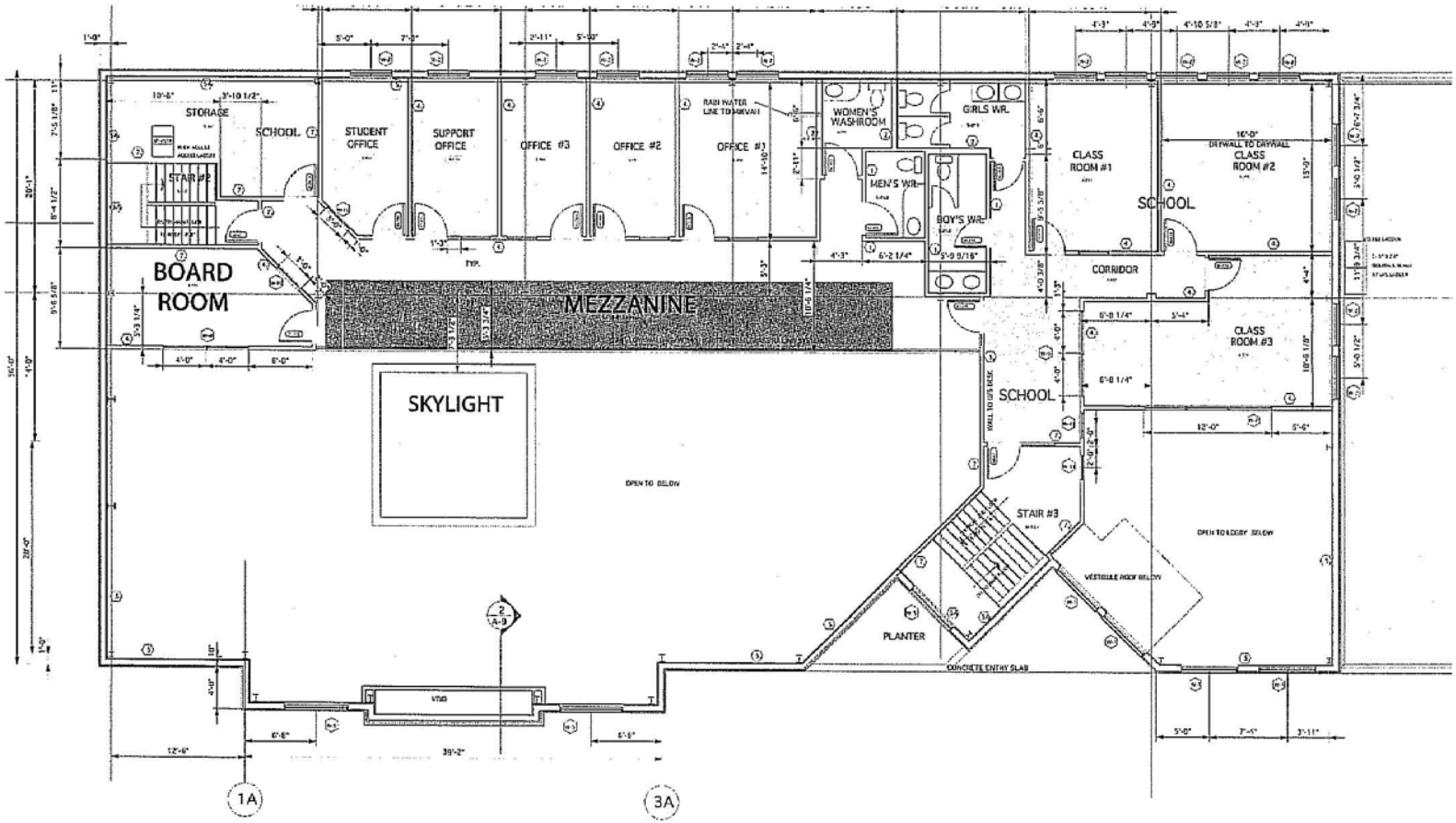
Norm Velnes
The Velnes Group



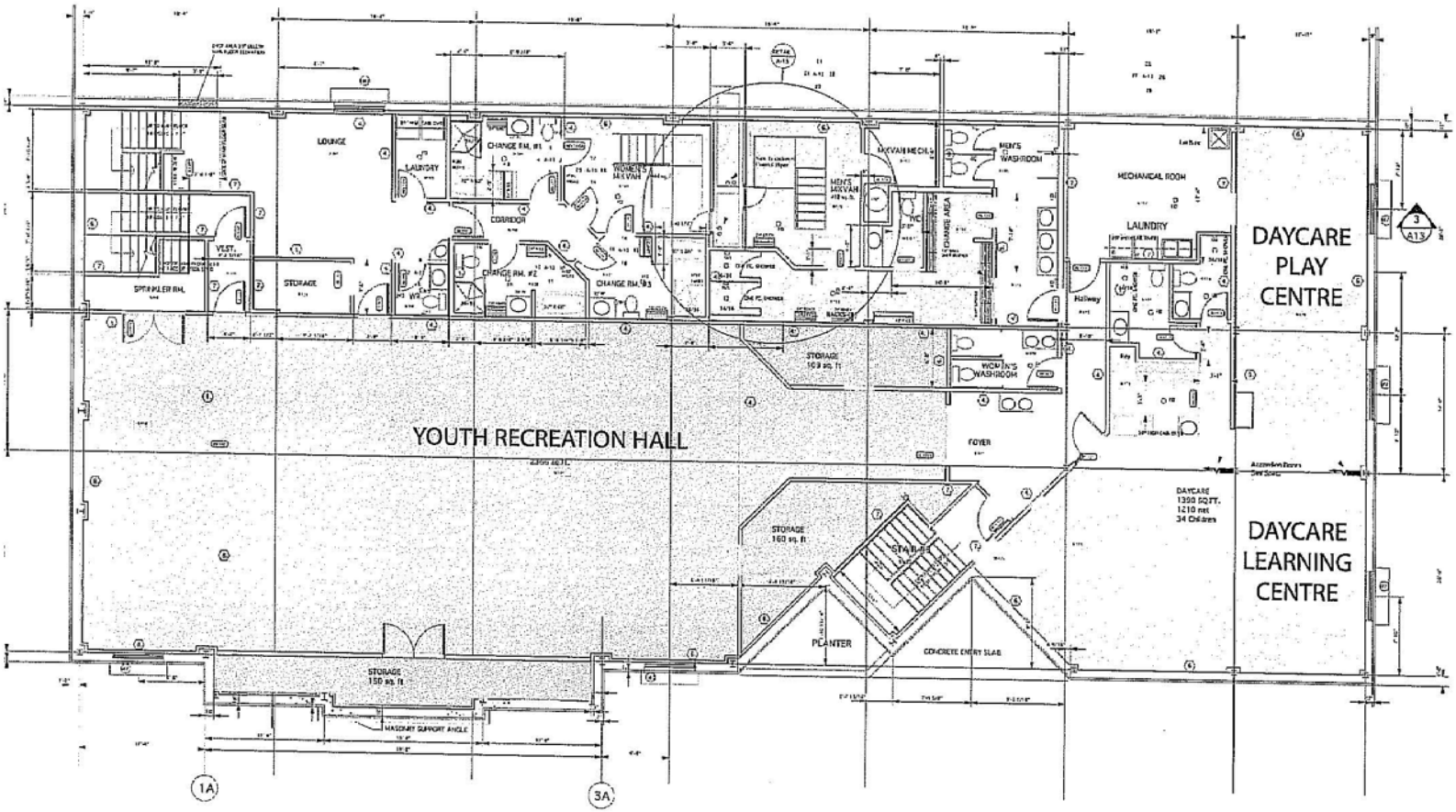
MAIN FLOOR PLAN

3/16" = 1'-0"

MAIN FLOOR AREA = 7240 SQ. FT



UPPER LEVEL PLAN



LOWER FLOOR PLAN

3/16" = 1'-0"

Land dedication reserve fund
PROJECT EVALUATION FORM

Applicant/Organizat	Lubavitch Centre Inc.				
Project Name/	The Jewish Learning Centre				
Community	City Centre	**War**	River Heights-Ft. Garry	**Councill**	John Orlikow
Project Contact:	**Name:** Rabbi		**Address:**	c/o 2095 Sinclair St. Wpg. MB R2V	
	Phone 339-8737		**Phone (c):**		
City of Winnipeg Project	Debbie Werboweski, Program Officer		**Land Dedication Reserve Funding**	**$51,000**	

1. Funds may be utilized for:
a) the acquisition of land for parks or recreation facilities;
b) the development of properties for parks and recreation purposes including such ancillary equipment and structures as may be necessary to that development;
c) the construction or renovation of recreation facilities on parks and recreation properties.

3. The expenditures of Reserve funds will be limited by the following exclusions for use.
Specifically, funds will not be utilized for:

a) Salaries related to the regular operation of the City's services;
b) Operating materials and supplies;
c) Regular maintenance of parks and recreation facilities or equipment;
d) Acquisition of equipment not directly related to the development or renovation of parks properties;
e) Property management costs including utilities, taxes, and other related costs.

3. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg.

4.The expenditure of funds will be contingent upon the existence of the resources necessary for the ongoing operation, maintenance and support of any parks or recreation facilities which are developed or renovated through the use of Land Dedication Reserve

PROJECT MEETS COUNCIL ADOPTED CRITERIA ?: YES ☐ NO ☒

DEPARTMENTAL RECOMMENDATION:

That this application be **denied** as it does not meet the following Program criteria:

1 c) Funds may be utilized for the construction or renovation of recreation facilities on parks and recreation properties.

3. The use of funds will result in the creation or continuation of a physical legacy of parks and recreation facilities for the City of Winnipeg.

CRITERIA EXCEPTIONS: Describe criteria exceptions where applicable:

Applicant/Organizat	Lubavitch Centre Inc.				
Project Name/	The Jewish Learning Centre				
Community	City Centre	**War**	River Heights-Ft. Garry	**Councill**	John Orlikow
Project Contact:	**Name:**	Rabbi	**Address:**	c/o 2095 Sinclair St. Wpg. MB R2V	
	Phone	339-8737	**Phone (c):**		
City of Winnipeg	Debbie Werboweski, Program Officer		**Land Dedication**	**$51,000**	
Prepared by:	Debbie Werboweski	Planning, Property and Development Department		**Date:**	Feb. 5, 2010