Minute No. 334
Report - Executive Policy Committee - April 9, 2003

Item No. 2 CentreVenture - 2003 Gail Parvin Hammerquist Allocation
File G-3.1.6 (Vol. 1)

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the following be approved from the 2003 Gail Parvin Hammerquist Fund:

    a) a reallocation of $113,476.00 for the purpose of providing a Grant to the CentreVenture Development Corporation for the purposes of funding innovative measures to attract new investment, occupants and uses for heritage buildings, as well as to conserve the heritage character, architectural elements and detailing of designated buildings; and,

    b) an allocation of $60,000.00 to the City-Wide Heritage Program, administered by the Historic Buildings Committee with the concurrence of the City's Designated Officer, for the purposes of funding the research, preparation and production of heritage displays, presentations and brochures of the Exchange District.

2. That the Chief Administrative Officer approve the final terms and conditions of the Grant to the CentreVenture Development Corporation as required to reflect the intent of Council.

3. That The Gail Parvin Hammerquist By-law No. 7633/2000 be amended to expand the Criteria to allow the City-Wide Heritage Program to be utilized for the purposes of funding research, preparation and production of heritage displays, presentations and brochures of the Exchange District.

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

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DECISION MAKING HISTORY:

Moved by Deputy Mayor Thomas,
That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On April 9, 2003, the Executive Policy Committee concurred in the administrative recommendation and submitted its recommendation to Council.

Re: CENTREVENTURE 2003 GAIL PARVIN HAMMERQUIST ALLOCATION

For submission to: **Executive Policy Committee**

Original report signed by: **Director of Planning, Property and Development**

Report date: March 17, 2003

Recommendation(s):
1. That Council approve the following from the 2003 Gail Parvin Hammerquist Fund:

a) a reallocation of $113,476 for the purpose of providing a Grant to the CentreVenture Development Corporation for the purposes of funding innovative measures to attract new investment, occupants and uses for heritage buildings, as well as to conserve the heritage character, architectural elements and detailing of designated buildings; and,

b) an allocation of $60,000 to the City-Wide Heritage Program, administered by the Historic Buildings Committee with the concurrence of the City's Designated Officer, for the purposes of funding the research, preparation and production of heritage displays, presentations and brochures of the Exchange District.

2. That Council authorize the Chief Administrative Officer to approve the final terms and conditions of the Grant to the CentreVenture Development Corporation as required to reflect the intent of Council.

3. That The Gail Parvin Hammerquist By-law No. 7633/2000 be amended to expand the Criteria to allow the City-Wide Heritage Program to be utilized for the purposes of funding research, preparation and production of heritage displays, presentations and brochures of the Exchange District.

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

REPORT SUMMARY

Key Issues:

- This is the fourth consecutive year that Council has been asked to consider allocations from the Gail Parvin Hammerquist Fund to the CentreVenture Development Corporation.
- The Gail Parvin Hammerquist Fund is seeded on an annual basis by 5% of total city land sales from the previous year.

- The total allocation to the Gail Parvin Hammerquist Fund in 2003 is $173,476.
- Unlike previous years and due to the relatively small amount of funding available, the administration recommends that CentreVenture receive the funding as a Grant rather than as an allocation towards their CentreVenture Downtown Heritage Program.

Implications of the Recommendation(s):

General implications:

	None
	For the organization overall and/or for other departments
X	**For the community and/or organizations external to the City of Winnipeg**
	Involves a multi-year contract

Comment(s):

- CentreVenture will strategically use their grant to lever private investment within designated structures while the investment in Exchange District marketing materials will support tourism and world heritage site designation.

Policy implications:

X	**No**
	Yes

Comment(s):

Environmental implications:

X	**No**
	Yes

Comment(s):

Human resources implications:

X	**No**
	Yes

Comment(s):

Financial implications:

X	**Within approved current and/or capital budget**
	Current and/or capital budget adjustment required

Comment(s):

- The $173,476 represents the total amount based upon Council approved funding formula for the Gail Parvin Hammerquist Fund for 2003.

REASON FOR THE REPORT:

This Report recommends a reallocation from the Gail Parvin Hammerquist Fund as a grant to the CentreVenture Development Corporation as well as an amendment to the Gail Parvin Hammerquist By-law No. 7633/2000. Both recommendations require Council approval.

HISTORY:
On April 30, 1997, Council established the Gail Parvin Hammerquist By-law No. 7040/97 to encourage greater investment in the retention, improvement, and use of designated structures. Financing is provided by an annual allocation based upon 5% of gross city land sales.

DISCUSSION:
Since Council created CentreVenture in 1999, the City has split the annual allocation of funding from the Gail Parvin Hammerquist Fund between the CentreVenture Downtown Heritage Program and a city-wide Program administered by the Historical Buildings Committee. Funding has been allocated as follows:

Year	Gail Parvin Allocation	CentreVenture Program	City-wide Program
2000	$600,000	$500,000	$100,000
2001	$383,423	$300,000	$ 83,423
2002	$162,183	$162,183	$ 0
Total	$1,145,606	$962,183	$183,423

CentreVenture has successfully utilized these heritage funds to lever significant private investment in heritage structures within the downtown and more specifically, within the Exchange District. CentreVenture has partnered with private developers and heritage building owners to undertake architectural adaptive re-use feasibility and engineering studies. The funds also assist in the marketing and sale of city-owned heritage buildings that have been optioned to CentreVenture through the CentreVenture Asset Agreement.

Based upon a review of the priority needs for the heritage programs within the City, the administration recommends the following allocation of funds for the 2003 Program Year:

Gail Parvin Allocation	CentreVenture	City-wide Program
$173,476	$113,476	$60,000

Due to the relatively small amount of funding available within the Gail Parvin Hammerquist Fund this year, the administration recommends that the CentreVenture allocation be made in the form of a Grant rather than as an allocation towards their CentreVenture Downtown Heritage Program. The CentreVenture Downtown Heritage Program required annual approval of the Program criteria and procedures from the Executive Policy Committee. CentreVenture can act more strategically if they are provided the flexibility to allocate funds from this grant based upon the merit of the individual business case.

This recommendation effectively approves funding from the Gail Parvin Hammerquist Fund and reallocates it to CentreVenture by way of a grant under section 218 of the new City Charter. The administration further recommend that Council authorize the Chief Administrative Officer to approve the final terms and conditions of an agreement to be entered into between CentreVenture and the City with respect to the grant.

The $60,000 City-wide Program allocation will be utilized to fund the research, preparation, and production of heritage displays, Powerpoint presentations, and brochures of the Exchange District. These marketing tools will be used extensively in 2003 for the various Conferences that Winnipeg will be hosting (i.e. Federation of Canadian Municipalities and the Canadian Association for Municipal Administrators). Winnipeg is also hosting a Workshop for Heritage Experts from across North America in the spring, as well as a Parks Canada National Managers meeting and a Heritage Canada AGM in the summer of 2003. In addition, the marketing tools will be used to support the City's submission for the Exchange District to be recognized as a World Heritage Site.

Since the City-Wide Heritage Program does not involve an outside non-profit organization, the allocation of $60,000 must be administered in accordance with The Gail Parvin Hammerquist Fund By-law No. 7633/2000. Therefore, the Criteria must be expanded to allow the City-Wide Heritage Program to utilize the funds allocated in the manner requested.

Financial Impact Statement

Date: 17-Mar-03

COMMENTS:

Since the allocation of Gail Parvin Hammerquist funds was already accounted for in the 2002 operations of the Land Operating Reserve and the Gail Parvin Hammerquist Fund, the more specific allocation of these funds as recommended in this report involves no further financial impact to the City.

Gord Courage, Manager
Support Services Division

IN PREPARING THIS REPORT, THERE WAS CONSULTATION WITH AND CONCURRENCE BY:

- **LEGAL SERVICES DIVISION**
- **THE PLANNING AND LAND USE DIVISION / HERITAGE SERVICES**

THIS REPORT SUBMITTED BY:

Planning, Property and Development Department
Division: Office of the Director
Prepared by: Jim Paterson
PPD File #:

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