

Windsor, Ontario, November 7, 2011

REPORT NO. 40 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held October 12, 2011

Present:
Councillor Al Maghnieh, Chair
Councillor Alan Halberstadt
Councillor Percy Hatfield
Councillor Ron Jones
Councillor Ed Sleiman

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Jones, seconded by Councillor Sleiman,


That the report from the Manager of Cultural Affairs on the awarding of the contract for the Museum Feasibility Study to Lord Resources **BE RECEIVED**; and further

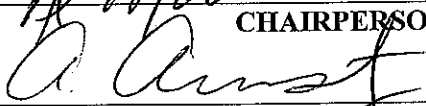
That the Social Development Health & Culture Standing Committee **BE APPROVED** as the committee for the Museum Feasibility Study.

Carried.

Livelihood 15529, APR/10168

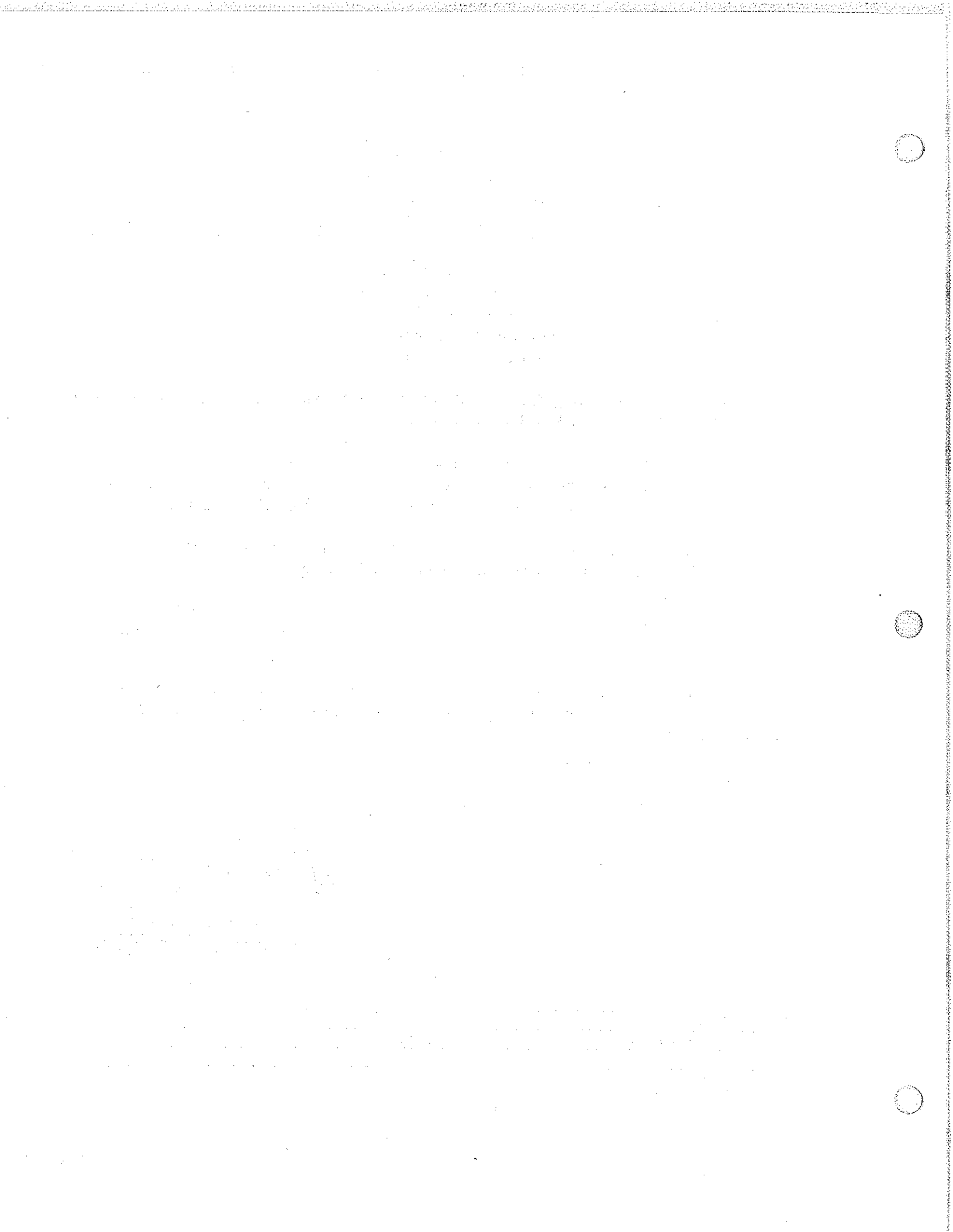
Clerk's Note: The report authored by the Manager of Cultural Affairs dated September 26, 2011 titled "Museum Feasibility Development Study Establishment of Steering Committee" is attached for background information.



CHAIRPERSON


DEPUTY CITY CLERK

NOTIFICATION:		
Name	Address	email



THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report

**MISSION STATEMENT:**

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"

LiveLink REPORT #: 15529 APR/10168	Report Date: September 26, 2011
Author's Name: Catherine Masterson	Date to Standing Committee: October 12, 2011
Author's Phone: 519 253-2300 ext. 2724	Classification #:
Author's E-mail: cmasterson@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: Museum Feasibility Development Study Establishment of Steering Committee

1. RECOMMENDATION: City Wide: _____ Ward(s): _____

That the report from the Manager of Cultural Affairs on the awarding of the contract for the Museum Feasibility Study to Lord Resources **BE RECEIVED** and further:

That the Social Development Health & Culture Standing Committee **RECOMMEND** three City Councillors to form the steering committee for the Museum Feasibility Study and to forward their names to the striking committee:

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

City Council at its meeting of April 6, 2011 approved proceeding with a Museum Feasibility Study with the following resolution:

*"That City Council **AUTHORIZE** Administration to proceed with an independent feasibility study, with the cost not to exceed \$110,000, in order to be eligible for ongoing funding from the Federal Government, with the study being funded from Capital Project #7081012 (Museum Feasibility/Location Space Study), and based on the results of that study; and*

*That the Chief Administrative Officer and the City Clerk **BE AUTHORIZED** to execute the agreement satisfactory in form to the City Solicitor, in financial content to the City Treasurer and in technical content to the Community Development and Health Commissioner; and*

That City Council AUTHORIZE Administration to proceed with the development of a business case for a museum which includes capital and operating funds from all three levels of government, the Chimczuk Bequest and other private donations, and further;

That City Council DIRECT Administration to apply to the Federal government for the Canada Cultural Spaces Fund for a capital grant towards the cost of this project."

A request for proposal was issued on July 7, 2011 and Lord Cultural Resources was the successful proponent. Lord Cultural Resources was founded in 1981 in response to a need for specialized planning services in the museum, cultural and heritage sector, and is now the world's largest cultural professional practice. With the successful completion of more than 1800 projects in 48 countries on 6 continents, the firm has earned an international reputation for sector leadership, innovation and excellence.

Some of Lord Cultural Resource's notable recent projects include a Feasibility Study and Master Plan for the National Aeronautics and Space Administration, Feasibility Study and Master Plan for American Airlines C.R. Smith Museum, Master Business Plan for Galena-Jo Daviess County Historical Society & Museum and a Feasibility Study for the Chicago Architecture Foundation.

3. DISCUSSION:

Lord Cultural Resources propose to conduct the study in three phases over a period of six months. The first phase is the consultation process, analysis and recommendations. Subject to feedback from the Steering Committee and general public, the approved recommendations will become the assumptions that form the basis of capital cost estimates and attendance, operating revenue and expense projections in Phase 2. It is only at that time, with a completed plan and projections in place, that funders may be interviewed and an assessment of likely local fundraising revenue and federal or provincial grants made in Phase 3 of the study.

The study will include internal and external interviews, public meetings, open houses and other requests for ideas and input, an analysis of demographic and socio-economic characteristics of residents and visitors, key transferable strategies from previous studies, a conceptual plan building on the existing mandate of the current museum, current trends, assessment of complimentary attractions and community needs, and potential for co-location with other stakeholders. The study will identify potential capital costs, forecast operating costs and include potential funding sources and fundraising strategies. Lord Cultural Resources has indicated that they are flexible and are prepared to discuss modifications if it better meets our needs and priorities.

The consultants will work with a multi-disciplinary administrative team to complete the study. The Executive Administrative Team will include Ronna Warsh, Community Development and Health Commissioner or designate Wendi Eizenga, Executive Initiatives Coordinator, Jan Wilson, Executive Director of Recreation and Culture, Cathy Masterson, Manager of Cultural Affairs, Madelyn DellaValle, Curator and Val Clifford, Financial Analyst for Recreation and Culture. The team will keep both provincial and federal government officials up to date on our progress.

The results of this study as well as the related business case will be brought to City Council for consideration at the conclusion of the study as per Council Resolution B11/2011.

One of the strengths of the application submitted by Lord Cultural Resources is that several of their subcontractors and staff have personal connections to Windsor. Facility Planner, Marina Ramirez was born in Windsor and participates in the development of facility strategies. She has

a particular focus in heritage restoration architecture and has experience as a cultural architect. In addition, this well known Windsor firm Architectura Inc. is also a key component of this application.

4. FINANCIAL MATTERS:

Council previously approved the funding of this study through the Capital Project #7081012. The successful proponent's submission of \$95,000 (taxes excluded) fell within the approved budget of \$110,000 for this project.

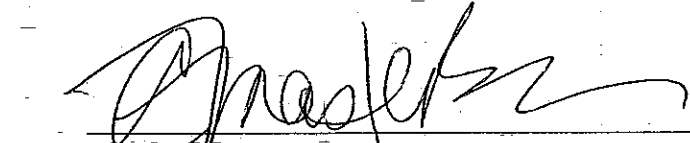
5. CONSULTATIONS:

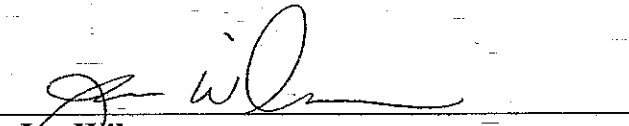
Administration has consulted with the Department of Canadian Heritage who has endorsed the City's process for the completion of the Museum Feasibility Development Study. The study process incorporates stakeholder and community consultation.


6. CONCLUSION:

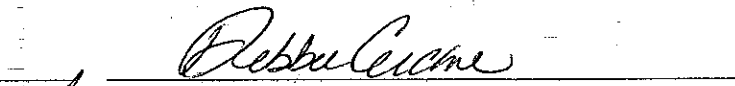
This excellent consulting group will help Council move ahead on the cultural agenda. This study is needed in order to secure senior level of government grants.

This Museum Feasibility Study supports Council's strategic priority relating to Cultural Capital and moves forward on the recommendation No. 5 of the Municipal Cultural Master Plan.


Cathy Masterson
Manager of Cultural Affairs


Jan Wilson
Executive Director of Recreation & Culture


Onorio Colucci, Chief Financial
Officer/City Treasurer and Corporate
Leader Finance and Technology


for Ronna Warsh
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture

CM:hg

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:
Name:
Phone #: 519 ext.

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX

