


# Multi-purpose Agriculture Facility Feasibility Study

Final Council Presentation

January 20, 2015



# Agenda

1. Introduction
  2. Process overview
  3. Study summary
  4. Since 2015
  5. Questions
- 

# Introduction

RC Strategies (now RC Strategies+PERC)

Architecture | ATB (now Stantec)

TAS

Community Stakeholders and the General Public




# Introduction

The concept of an indoor agricultural facility and site has been contemplated in the Strathcona County since the late 1990's (at least)

Mentioned in planning documentation but no formal study until...

Council initiated process in 2013 to determine feasibility; study presented January 20, 2015




# Introduction

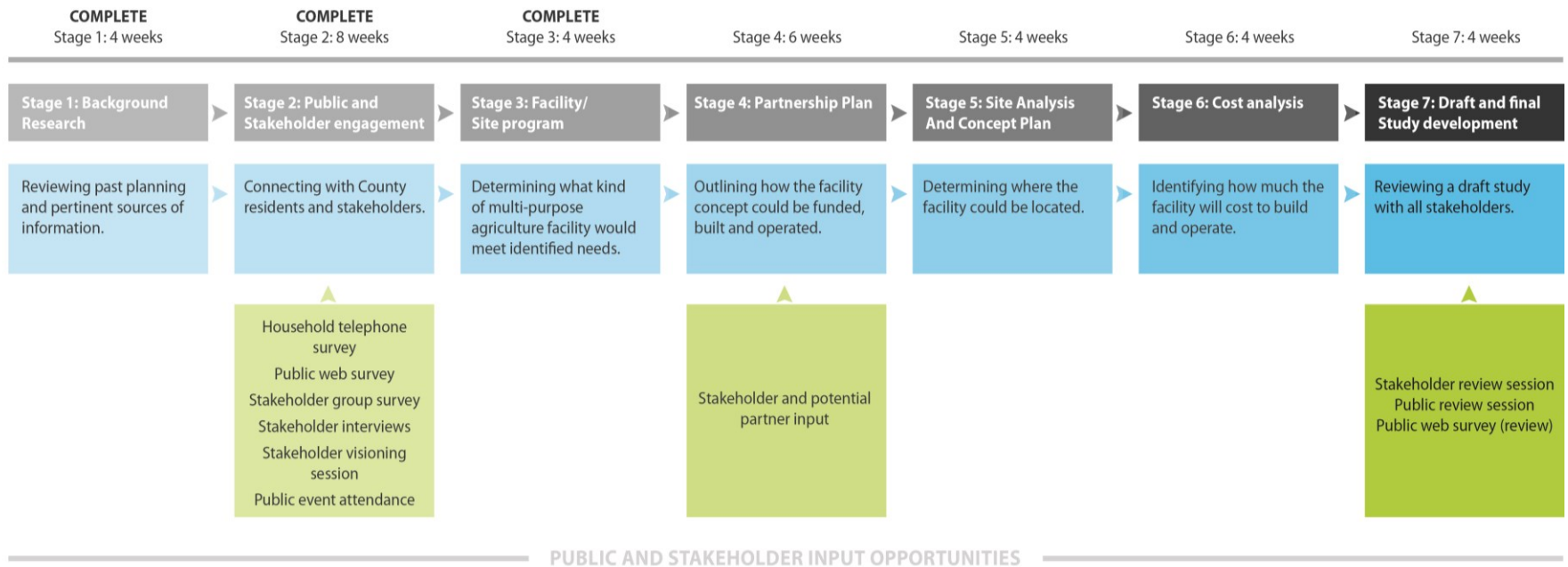
RC Strategies team hired to help

First step was to determine what is a multipurpose agricultural facility?

Then explore feasibility of it (once defined) through capital and operating cost analysis and benefits (public and group support, economic impact, quality of life, etc.)

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# Process Overview



# Study Summary: Stages 1-3

What is a multipurpose agricultural facility and why does the County need one?



Stage 1

# Background Research

Context

Trends

Comparable facilities



# Background Research: Context

A large municipality in Alberta with steady growth

Strong agricultural marketplace  
(horse count, farming, etc.)

Commitment to Agricultural Heritage

Unique mix of agriculture and industry

Unique mix of rural and urban residents

# Background Research: Context

Strathcona County, through its **vision**, has demonstrated a desire to be:

*“...a champion for advancing diverse **agricultural business**,...”*

Furthermore...

*“We strive to be a model of ecological integrity, protecting our environment and preserving our **agricultural heritage**.  
**Investment in infrastructure, quality services, cultural and recreational programs and facilities is a priority** and sets us apart.”*

# Background Research: Trends

Population **shift from rural to urban**

Focus on **education** and “**agricultural literacy**”

The **nature** of farming and agriculture is changing

**Equine activities are popular** in Alberta and Strathcona County

Nearly a quarter of all **4-H** participants in Canada are from Alberta

There are **Economic benefits** of “agri-recreation”

There is **Government support** for “agri-recreation”

# Background Research: Comparables

Comparatives reviewed:

- Westerner Park (Red Deer)\*
- Keystone Centre (Brandon)
- Prairieland Park (Saskatoon)\*
- Ponoka Ag Events Centre (Ponoka)\*
- Thunderbird Equestrian Show Park (Langley) \*
- Calgary Stampede Centre



Stage 2

# Public Engagement

Internal

External

# Research findings: Public Engagement

## Internal

- Administration and Council (meetings and interviews)
- Agricultural Service Board (meetings)
- Visioning session (facilitated information sharing)

## External

- Potential users: equine, livestock, canine, interpretive, 4H, etc. (surveys and interviews)
- Other agriculture stakeholders (surveys and interviews)
- General public (telephone survey, web survey, event attendance)
- Visioning session (facilitated information sharing)

*\*Draft review to include presentations, open houses and web-based feedback*

# Research findings: General public

telephone survey

400 completed interviews

random sample

fielded June

50:50 rural:urban

# Research findings: General public

Do you think there is a **need** for a new multipurpose agricultural facilities or amenities to be developed in Strathcona County?

– **Yes 24.5%**      No 57.5%      Unsure 18.1%

- Urban Y 22.0      N 59.5%      U18.5%

- Rural Y 30.5%      N52.5%      U17.0%

*\*Millennium Place – just over 50%, other facilities likely in the same range*



# Research findings: General public

Would your household **utilize** a new multipurpose agricultural facility in Strathcona County?

– **Yes 67.8%**    No 25.5%    Unsure 6.7%

- Urban Y 65.4%    N 27.2%    U 7.4%

- Rural Y 72.6%    N 22.1%    U 5.3%

# Research findings: General public

Does the **County** have a **role** in the development of a multipurpose agriculture facility in the area?

– **Yes 89.1%**    No 3.0%    Unsure 7.9%


- Urban Y 88.9%    N 2.5%    U 8.6%

- Rural Y 89.5%    N 4.2%    U 6.3%

# Research findings: **Vested stakeholders**

**16 interviews** completed with a variety of stakeholders

**210 group survey** contacts made

- 21 responses
  - Responses were provided by a **variety of organization types** (not for profit, private sector, equine, canine, etc...)
- 

# Research findings: **Vested stakeholders**

The majority of groups (16) think that **there is a need** for a new multi-purpose facility agricultural facility (3 were “not sure”, 1 indicate “no”, 1 did not provide a response)

## Top 3 reasons why:

- Insufficient facilities currently available (14 groups)
- Retain agricultural related businesses / spending in the County (13 groups)
- Enhance recreational opportunities (13 groups)

14 groups indicated that **they would use** a new multi-purpose agricultural facility in Strathcona County

# Research findings: **Vested stakeholders**

Top 3 **potential uses** identified for a new facility:


- Horse show / sale (13 groups)
- Workshop / conventions (10 groups)
- Rodeo or agricultural related competition (7 groups)

66% think that it is important for the site to be **publically owned**



# Research findings: **Vested stakeholders**

## Other comments we heard...

- **Support is strong** among interview subjects for facility development
  - There exists some **skepticism** towards the County and other groups based on previous plans / initiatives
  - Any new facility development needs to be “**multi-purpose**”
  - **Agricultural recreation and leisure is important** and valued in rural Strathcona County- the lack of a multi-purpose facility is a **major gap**
  - A new facility can (and should) provide opportunities for **equine enthusiasts of ALL levels and interests**
  - Where possible, a publically operated facility **should not compete** with private operators (e.g. temporary stabling, not permanent)
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# Research findings: Visioning Session

39 attendees including:

- group representatives,
- members of Council and administration
- private sector
- More than an “open house” ...

Session overview:

- Presentation of **research, draft program**
- **Discussion** and **follow up** web survey
- **Positive feedback** from participants
- Commitment to **close the loop**

Stage 3

# Facility/Site Program



# Facility/Site Program

Based upon...

- **Research**  
(trends and comparatives)
- **Public input**  
(survey, intercept)
- **Group/stakeholder input**  
(survey, interviews)
- **Visioning session and survey**
- Study team expertise
- Architectural considerations

# Suggested Program

**Level 1 Recreation & Basic Event / Competition Hosting**

**Level 2 Major Event / Competition Hosting: Indoor**

**Level 3 Agri-Business & Research**

# Suggested Program

## Level 1 Recreation & Basic Event / Competition Hosting: Indoor

Facility / Site Component	Description	Design Considerations
<b>Multi-purpose Arena</b>	Concrete floor, minimal spectator seating capability (up to 200), 250 ft x 400 ft including program and warm up area	
<b>Lobby</b>	Lobby area appropriate for expected usage	
<b>Meeting / Program Rooms</b>	Meeting / program room spaces (2), up to 30 person capacity convertible to judging areas and event headquarters rooms	Adjacent to arena, convertible to one large room up to 75 capacity, 600 ft <sup>2</sup> per room
<b>Wash Racks</b>	Multi-purpose wash stalls (10)	
<b>Temporary Stabling</b>	Non-fixed structure event-based stabling for up to 200 animals, non-permanent	Adjacent to indoor arena, tent / fabric enclosure, per square foot, external electrical
<b>Administration: Facility</b>	Office space (2 offices) and staff areas (lunch room, storage, washrooms with shower facilities)	Average 600 ft <sup>2</sup> per office
<b>Storage: Facility</b>	Storage areas for facility based equipment and supplies	Adjacent to arena
<b>Footing Storage</b>	Storage areas for footings	Adjacent to arena, minimal structure / service requirements, three areas

# Suggested Program

## Level 1 Recreation & Basic Event / Competition Hosting: Outdoor

Facility / Site Component	Description	Design Considerations
<b>Show Rings (3)</b>	Show rings for outdoor event and program use, 150 ft x 250 ft	In close proximity to indoor facility
<b>Parking</b>	Parking as appropriate for expected usage	Parking for single vehicles as well as trailers, not hard surface
<b>Open Space</b>	Multi-use open space for special events	
<b>Campground: Not Serviced</b>	Campground facilities, not serviced for up to 100 units	Close to animals / stabling
<b>Trails</b>	Multi-purpose agri-recreation trails available based upon site constraints	

# Suggested Program

## Level 2 Major Event / Competition Hosting: Indoor

Facility / Site Component	Description	Design Considerations
<b>Enhanced: Multi-purpose Arena</b>	Enhanced arena area (as compared to Phase 1) to include spectator bleacher seating for up to 2,500	
<b>Enhanced: Lobby Area</b>	Enhanced lobby area (as compared to Phase 1) appropriate for expected traffic / usage	Added to Phase 1 entry / lobby space
<b>Temporary Stabling</b>	Temporary stabling (120 horse capacity), to service event based users, permanent	Adjacent to indoor arena, steel / permanent enclosure with external electrical
<b>VIP Seating</b>	Luxury box accommodations (5 suites)	Fully serviced suites, convertible to meeting rooms, 1,000 ft <sup>2</sup> per suite
<b>Press Box / Production Area</b>	Production area appropriate for broadcasting events and press related activities	Overlooking arena program area
<b>Banquet / Exhibition Hall</b>	Banquet hall for up to 1,000 capacity, 40 – 50 display booths	
<b>Commercial kitchen</b>	Commercial kitchen to service up to 1,000 banquet capacity	
<b>Lease Space: Concession</b>	Leasehold space for event based concession services	

# Suggested Program

## Level 2 Major Event / Competition Hosting: Outdoor

Facility / Site Component	Description	Design Considerations
<b>Grandstand</b>	Bleacher seating for up to 1,000	On all three rings
<b>Campground: Serviced</b>	Additional serviced camping for up to 100 units	Servicing to include electrical and water, close to animals / stabling
<b>Additional Parking</b>	Parking as appropriate for expected usage	Hard surface / asphalt

# Suggested Program

## Level 3 Agri-Business & Research: Indoor

Facility / Site Component	Description	Design Considerations
<b>Research Laboratory Space</b>	Laboratory space for agriculture related research	
<b>Classroom / Training Space</b>	Classroom/training areas (4) to accommodate groups of 20	1,000 ft <sup>2</sup> per room
<b>Lease Space: Retail</b>	Lease space for complementary retail tenants	
<b>Lease Space: Professional Services</b>	Lease space for complementary professional services (veterinary, etc.)	
<b>Administration: Research Incubator</b>	Office space (2 offices) for incubator staff and administration	Average 600 ft <sup>2</sup> per office

# Suggested Program

## Level 3 Agri-Business & Research: Outdoor

Facility / Site Component	Description	Design Considerations
Demonstration / Test Areas	Crop and livestock research areas	
Additional Parking	Parking as appropriate for expected usage	Hard surface / asphalt



# Study Summary: Stages 4-6

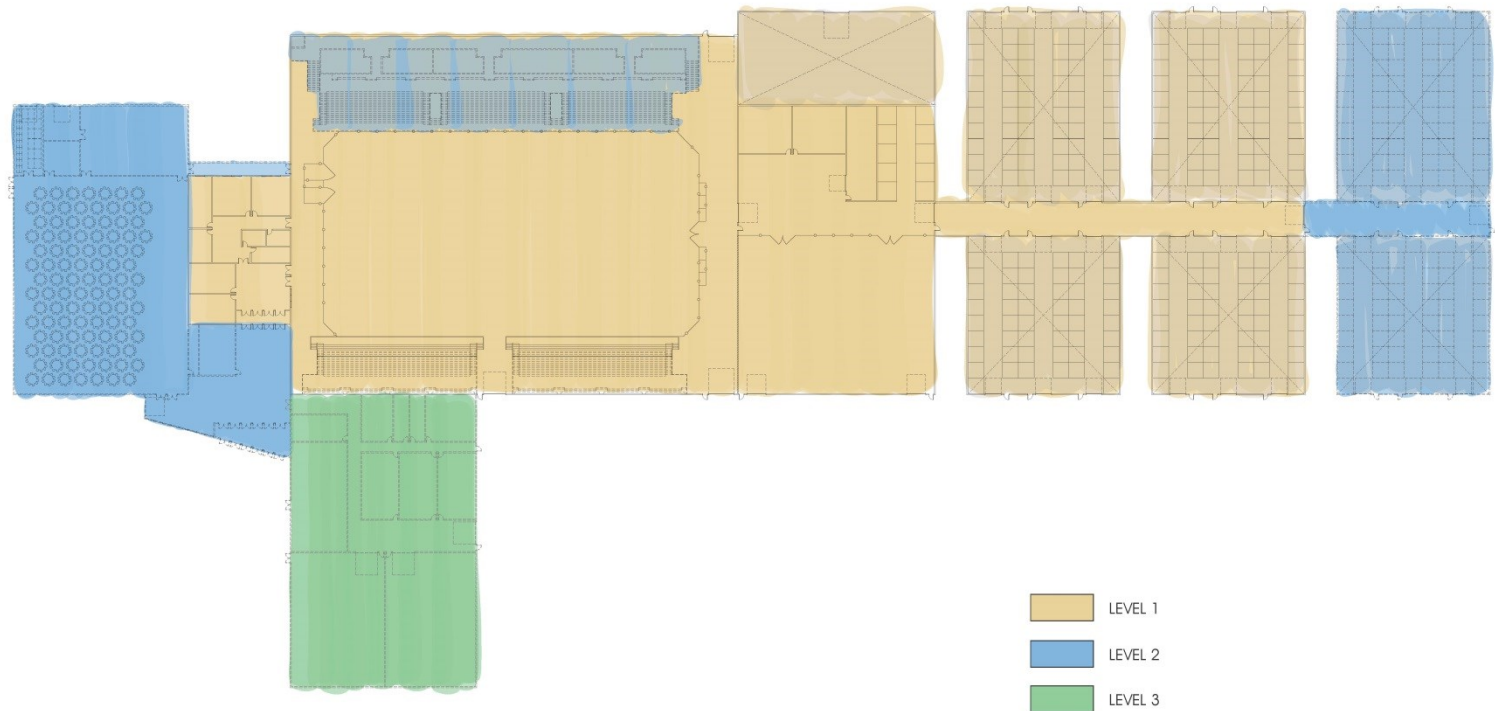
Facility Concept  
Financial Impacts  
Siting  
Partnerships

# STRATHCONA COUNTY MULTIPURPOSE AGRICULTURAL CENTRE



## FLOOR PLAN

# Floor Plan: Level overview



LEVEL PLAN

## STRATHCONA COUNTY MULTIPURPOSE AGRICULTURAL CENTRE

ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE INTERIOR DESIGN URBAN PLANNING

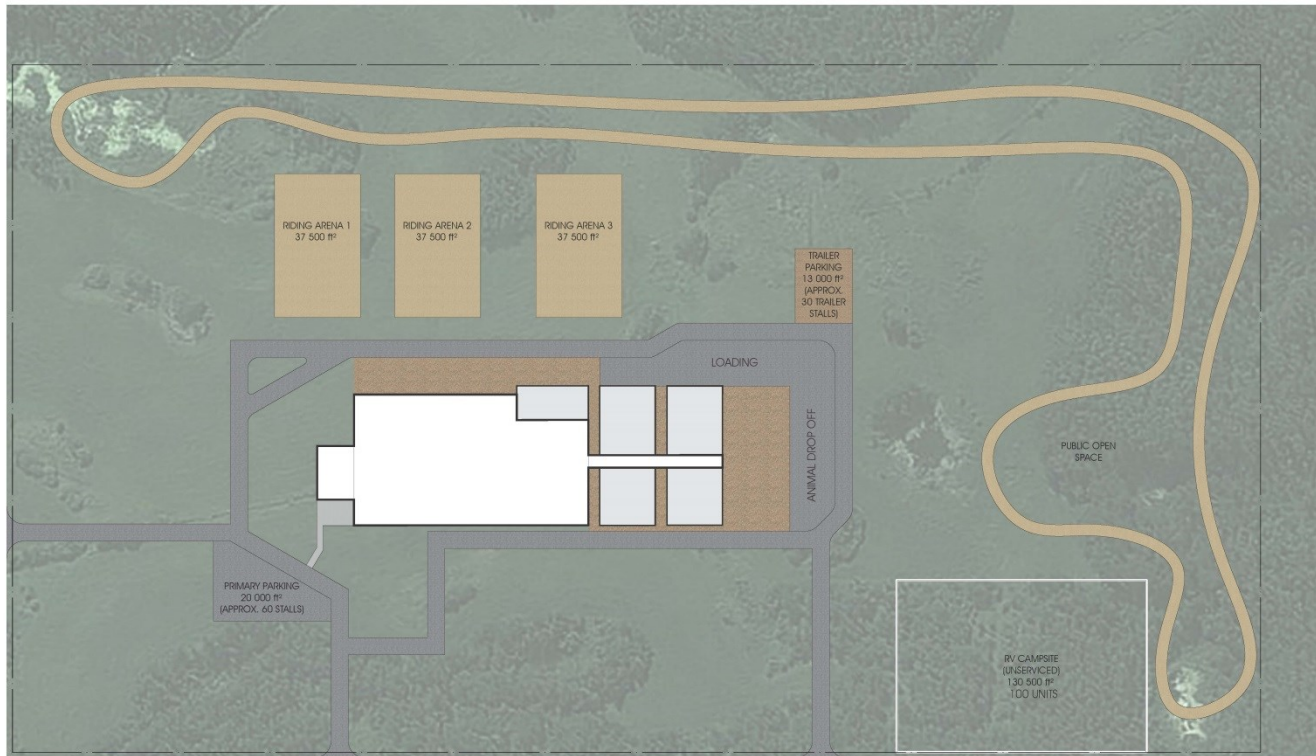
LEVEL PLAN

Architecture  
Amdt Tkalic Bengert



# Level 1: Site

**\*60 acres as shown**



SITE PLAN - LEVEL 1

## STRATHCONA COUNTY MULTIPURPOSE AGRICULTURAL CENTRE

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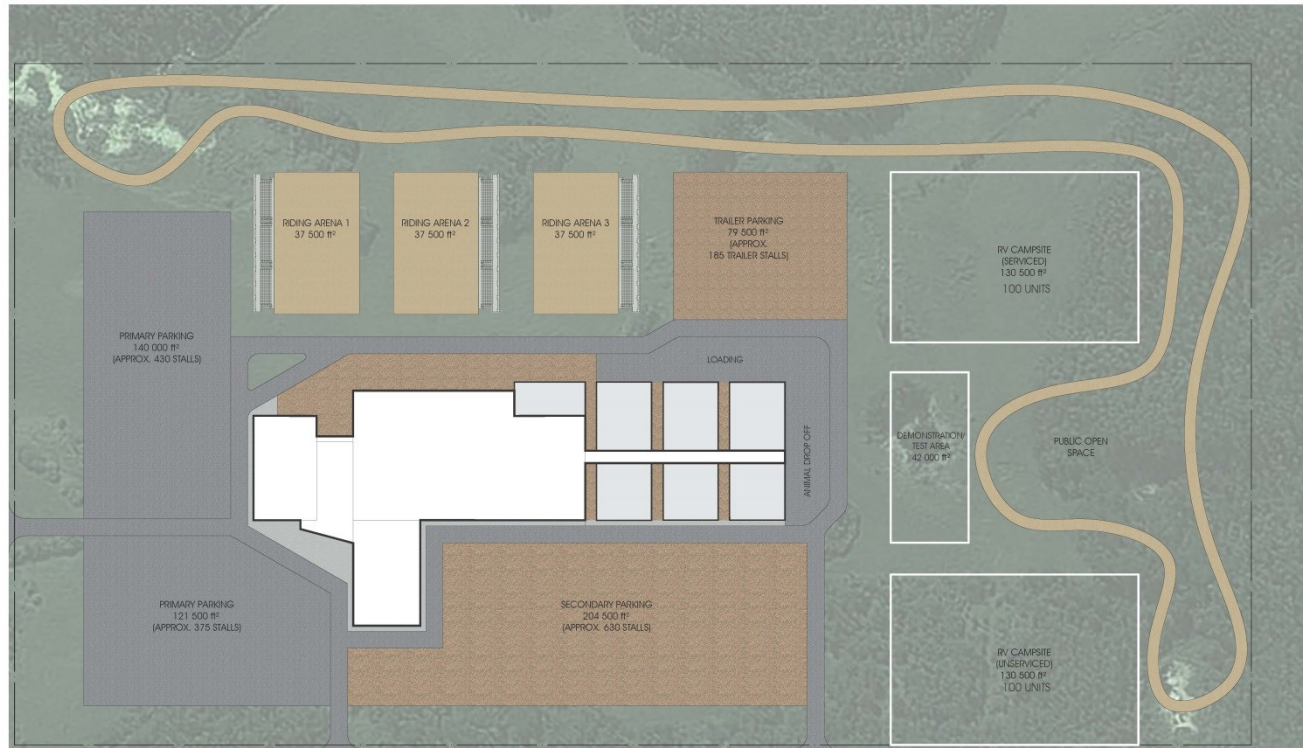
SITE PLAN

Architecture  
Arndt Tkalcic Bengert





# Level 2 & 3: Site



SITE PLAN - LEVEL 2 - 3

## STRATHCONA COUNTY MULTIPURPOSE AGRICULTURAL CENTRE

ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE INTERIOR DESIGN URBAN PLANNING ARCHITECTURE

SITE PLAN

Architecture  
Arndt Tkalcic Bengert



# Renderings




[Concept Fly Through](#)



# Financial Impacts

Estimated **capital cost range**  
(Levels 1-3):

- \$60-\$70M  
*(not including site servicing or acquisition; 2014 market conditions)*
- *Site acquisition costs will be dependant upon location within the County and proximity to Sherwood Park*



	Level 1	\$28 – \$32M
+	Level 2	\$24 – \$28M
+	Level 3	\$8 – \$10M

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<b>TOTAL</b>
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<b>\$60 – \$70M</b>
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# Financial Impacts

Estimated **operating cost range** (Levels 1-3):

- (\$400,000)-(\$500,000) per year  
*(assumed to be operated  
by County administration  
and staff)*




	REVENUES	EXPENSES	ANNUAL NET (TOTAL)
Level 1	\$305,050	\$824,988	-( <b>\$519,938</b> )
Level 2	\$537,800	\$1,446,013	-( <b>\$908,213</b> )
Level 3	\$1,027,800	\$1,499,638	-( <b>\$471,838</b> )

- *Not including debt repayment; including \$100,000-\$200,000 in life cycle budgeting*
- *Level 1 and 3 combined could be close to break even; Level 2 is a significant expense but leads to other indirect benefits*




# Site Discussion

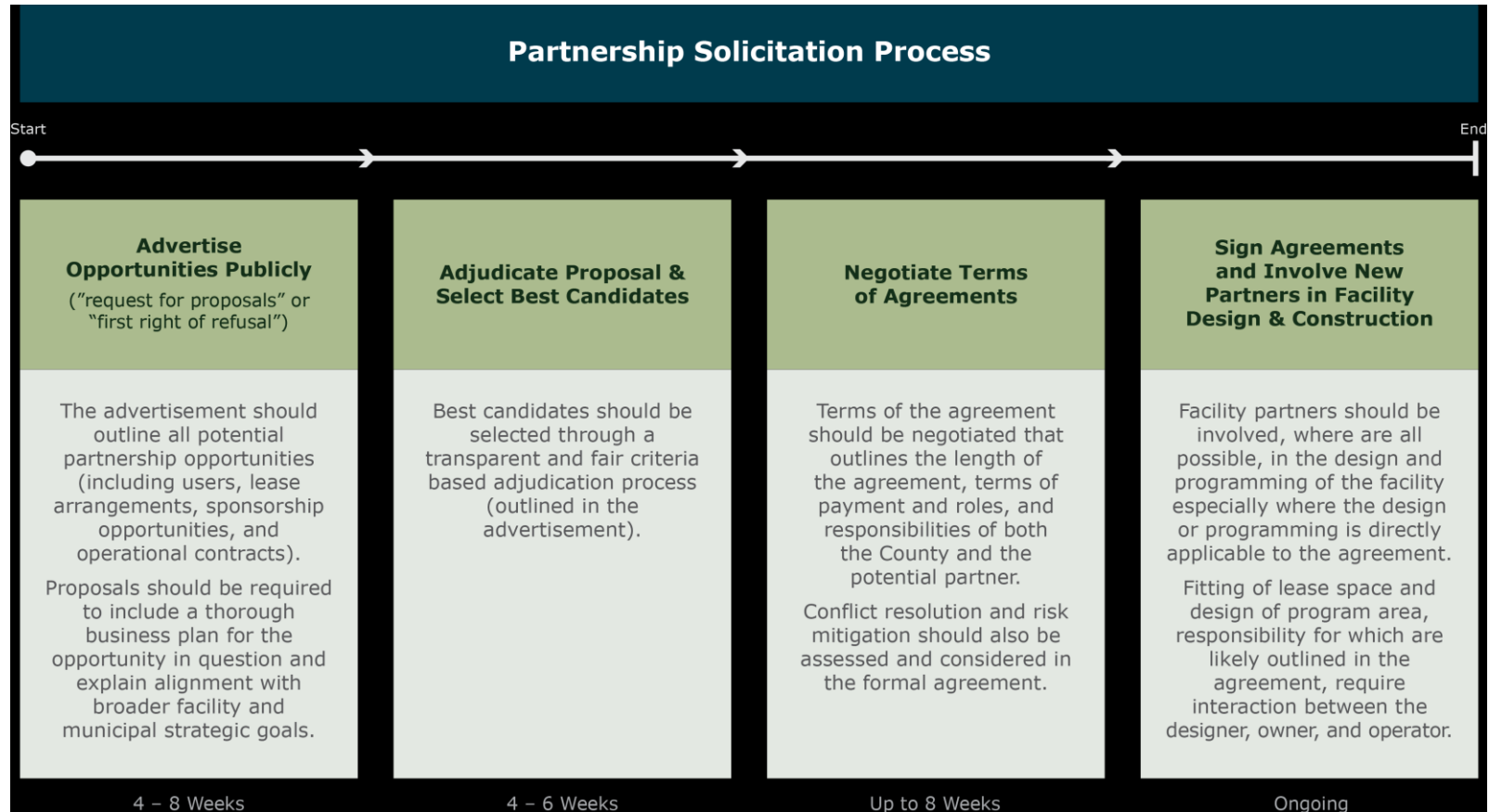
Although a preferred site will not be identified through the process...

- **Site criteria** were developed based on research and consultation
  - There were **a number of potential County-owned sites** large enough to accommodate development available
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# Current Partnership Situation (at that time)

- Identified private sector interests were **not in alignment** with the vision for this project (multi-purpose vs. high end equine)
  - Potential non-profit groups representing the **entire County were not** available; this was intended to be a County-wide facility
  - A **partnership solicitation process** was recommended (and subsequently undertaken) by the County to gather legitimate interest
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# Partnership Solicitation Process



# Public and Stakeholder Feedback



## **Public feedback:**

- 5 responses; 4 would use
- General support



## **Stakeholder feedback:**

- 5 responses; all would use
- 2 may provide capital support
- Comments regarding affordability and multi-purpose

# Since 2015...

- Partnership solicitation
- Detailed design
- Site selection
- Capital budget
- ...



# Thank You

Questions?

