

## **Frequently Asked Questions**

### ***Cambridge's New Performance Theatre***

#### **Q1. How did this project originate, and how has the public been involved?**

As required per Government Contribution Agreement guidelines, the process thus far has been completely transparent since public inception. Studies which pre-date the involvement of Drayton Entertainment, along with the City of Cambridge Arts & Cultural Master Plan released in 2009, identified both a lack of physical space (performance facility) and opportunity to meet cultural, social, educational, and economic needs.

Forward-thinking individuals (business people, arts representatives, the Mayor and members of council) began discussions with Drayton Entertainment on operating a theatre in Cambridge as part of its sustainable model of operations – a model that has been applauded and rewarded (including six Lieutenant-Governor's Award for the Arts for demonstrated exceptional private sector and community support).

Three public committees were established to assist: the Site-Selection Committee, the Advisory Committee, and the Architectural Services Committee. These committees ensure a sufficient system of checks and balances so this public investment is sustainable for the long-term.

#### **Q2. What is the official name of Cambridge's new performance theatre?**

The final name of the theatre is not confirmed. Naming opportunities are being considered as part of the fundraising campaign for the theatre as well as other dedicated spaces throughout the complex. For the purpose of government correspondence and communication, to this point it has been referred to as the Cambridge Performing Arts Complex.

#### **Q3. How many seats will the theatre contain?**

The theatre will contain 500 seats.

#### **Q4. What is the project footprint?**

The footprint is approximately 59,000 square feet and includes the theatre, administration offices, production, and support facilities.

#### **Q5. What is the project budget?**

The project budget is estimated at \$14.0 million and includes a 500-seat theatre and Drayton Entertainment's consolidated administration offices, production, and support facilities. The project is part of a larger \$20.9 million project through the *Building Canada* Program, which includes capital upgrades at several Drayton Entertainment theatres including the Huron Country Playhouse in Grand Bend, Drayton Festival Theatre in Drayton, and St. Jacobs Country Playhouse in Waterloo.

The City's contribution to the project has always been \$6.0 million. The Government of Canada is contributing up to \$6.0 million and the Province of Ontario is contributing up to \$6.0 million. The remainder is the responsibility of Drayton Entertainment.

**Q6. Who will own the Cambridge Performing Arts Complex?**

The City of Cambridge will maintain ownership of the land at 46 Grand Ave. along with the estimated \$14.0 million complex, and have no obligation to provide operating dollars on an annual basis.

**Q7. How has the project been tendered?**

The tender date postings for RFPs regarding Construction Management and Architectural Services were December 11, 2009 and January 19, 2010, respectively. As required by all three levels of government, the contract award process for eligible costs to be funded under this project was competitive, fair, transparent, and consistent with the Agreement on Internal Trade.

The RFPs were issued through MERX, Canada's leading electronic-tendering service, thereby satisfying requirements that this process be open across Canada and not limited to regional in scope.

Architectural Services were chosen by members of Drayton Entertainment, City of Cambridge employees, and members of the Advisory Committee. There were 19 Architectural firms from across Canada (including two local firms) who submitted RFPs. Five firms were placed on a short list for interviews (including two local firms). Diamond and Schmitt was selected as the successful proponent.

Construction Management Services were chosen by Drayton Entertainment as per Government Contribution Agreement guidelines stated above. There were six submissions from Ontario based companies. Melloul-Blamey Construction was selected as the successful proponent.

**Q8. Who will use Cambridge's new performance theatre?**

Aside from the annual professional theatre season that will draw thousands of residents and tourists and act as a cultural, educational, and economic hub, there will be myriad uses by other organizations from dance companies to theatre groups, music organizations to schools, public speaking to community fundraisers, to name just a few.

**Q9. Is Drayton Entertainment a sustainable organization?**

Drayton Entertainment is a registered not-for-profit charitable organization (12591 1313 RR0001). As such, it maintains full compliance with Ontario's Charities Accounting Act. It is viewed as a viable partner by the City of Cambridge because the organization does not receive annual operating funds from local, provincial, or federal arts councils, nor does it receive annual operating funds from any other municipality in which it is located. It is sustainable and self-sufficient, with an award-winning business model studied across the country.

**Q10. What is the project timeline?**

Mid-February 2011	Commence Working Drawings
Early April 2011	Issuance of Site Plan Application
Mid-June to Late June 2011	Issuance of Permits
Late-June to Early July 2011	Ground Breaking
Late Summer 2012	Construction Completion