

# 709 / 711 Douglas St. (CityStudio Victoria)



## Purpose

The purpose of this report is to seek Council approval to return 709/711 Douglas Street, a retail unit located at Crystal Garden known as CityStudio Victoria, to the Real Estate revenue portfolio for lease.



709 / 711 Douglas Street (CityStudio Victoria)

## CityStudio Victoria

- CityStudio Victoria (CSV) is a deliverable from the 2015 Economic action plan *Making Victoria – Unleashing Potential*
- A partnership with Victoria's three post-secondary institutions
- Opened at 742 Johnson Street in February 2016
- Moved to 709/711 Douglas Street in July 2018



709 / 711 Douglas Street (CityStudio Victoria)

## CityStudio Victoria

- The CityStudio model is based on a full-time coordinator to manage the space, create the programming and be the connector between the City, partner post-secondary institutions, and community/private sector
- Initial grant funding or other partner funding was unsuccessful
- Responsibility remained with Manager of Strategic Relations & Business Development (SRBD) = .5 FTE approximately



709 / 711 Douglas Street (CityStudio Victoria)

## CityStudio Victoria

- To support the operation and secure a full-time coordinator, the City approved \$25,000 to be included in the 2017/2018 Financial Plan
- In 2017 & 2018, the operation was supervised by co-op students from each partner post secondary institution
- Reliant on a full-time coordinator to work with City staff and the post-secondary community to create the courses offered.



709 / 711 Douglas Street (CityStudio Victoria)

## Issues & Analysis

- Early in 2018 Camosun College left the partnership due to other priorities
- Royal Roads University to assume the operation of CityStudio Victoria and no longer needs the City owned location at 709/711 Douglas Street
- 2019 Financial Plan does not include a budget for CityStudio
- Expanded demands on the space by secondary user groups, between 25-30



709 / 711 Douglas Street (CityStudio Victoria)

## Issues & Analysis

- Vetting booking requests, management of bookings, responding to inquiries, access control and site cleaning
- Estimated staff resources to properly manage the logistics would require an additional .5FTE
- Based on existing retail lease rates at Crystal Garden, staff expect this location could generate approximately \$18,000 to \$20,000 in annual revenue



709 / 711 Douglas Street (CityStudio Victoria)

## Options & Impacts

### **Option 1 – Approve 709/711 Douglas Street be returned to the Real Estate portfolio as a new lease opportunity (Recommended)**

Staff are recommending this option given the departure of CityStudio and the lack of existing resources to take on the additional scope of work required to provide logistics necessary to manage a broad based user-meeting site.

This option would be expected to increase annual revenue from Crystal Gardens by \$25,000 to \$27,000 between rent and property taxes.



709 / 711 Douglas Street (CityStudio Victoria)

## Options & Impacts

### **Option 2 – 709/711 Douglas Street space be retained for community use**

Continue to allow community user groups to book and make use of a stable site for their meeting purposes. Without this option, they would need to return to their previous methods of securing meeting space.

While CityStudio Victoria was a defined action plan goal that supported the use of the City lands and the expansion of City services, operating a broad based user meeting site in the downtown would be expanding the services the City is providing beyond the City's strategic plan.

Expanding the role and services would require additional resources are committed that are not currently within the 2019 Financial Plan.



709 / 711 Douglas Street (CityStudio Victoria)

## Questions?



709 / 711 Douglas Street (CityStudio Victoria)