

HALIFAX

**CFL Stadium
Proposal Update
& Staff Direction**

October 30, 2018

Stadium Proposal Overview

- The Maritime Football League Limited Partnership (MFLP) is in the final stages of securing a conditional CFL expansion franchise for HRM that they are proposing as the anchor tenant for a multi-purpose stadium complex
- MFLP has identified Shannon Park as the preferred location for a multi-purpose stadium
- MFLP is currently in discussions with Canada Lands Company CLC Limited (CLC) to purchase a 15 to 20-acre site for a stadium that will include a parking structure and potentially some associated uses

Stadium Proposal Overview Cont.

- MFLP preliminary advises the stadium would have seating capacity for 24,000 & a parking structure
- Cost of stadium is estimated to be in the range of \$170M - \$190M
- The proposal from MFPL is with regards to a stadium, including associated development uses

CAO & Staff Direction

Staff report seeks direction from Regional Council to return with recommendations following analysis of a forthcoming proposal from Maritime Football Limited Partnership (MFLP) and to engage with the province on potential funding options, and legislative changes that may be required.

Shannon Park Site

- Shannon Park is a 95 acre site located in the Regional Center
- Was considered previously as site for a stadium for the Commonwealth Games Bid, 2015 FIFA Women's World Cup & Amazon's Corporate Headquarters for HRM's HQ2 Bid in 2017
- Millbrook First Nation is in final stages of securing 9 acres of Shannon Park Lands
- The Draft Center Plan Package A identifies Shannon Park as one of 6 future growth nodes

Planning Considerations

- Environmental condition of Shannon Park Site
- Plans & interests of Millbrook First Nation
- Traffic & Transit studies
- Future use of the Shannon Park School
- Planning process/approvals could take 6 months once technical items are resolved if Council views the Stadium as a matter of regional significance.
- MFLP could apply for Statement of Provincial Interest to expediate planning process. This should only be considered if the Province determines the development is a matter of provincial, rather than local significance.

Financing Considerations

- MFLP has proposed in discussions with staff and the Province its desire to partner with HRM & the Province on debt financing the Stadium.
- Debt financing costs of a stadium based on construction costs of \$170M - \$190M would be in the range of \$9M - \$10M annually.
- Possible funding options for the provincial and HRM share are a Tax Incremental Financing (TIF) model, increase the Hotel Marketing Levy Tax, & development of a Car Rental Tax.

Economic Impact Considerations

Stadium Construction – MFLP Estimates

- \$171.0 million towards Nova Scotia's GDP
- \$136.8 million of that contributing to HRM's GDP
- 1,951 FTE located in Nova Scotia
- 1,568 of those located in HRM

Incremental economic impacts with respect to stadium operations, football games and events will be evaluated through staff's business case and due diligence review.

Business Case Review Considerations

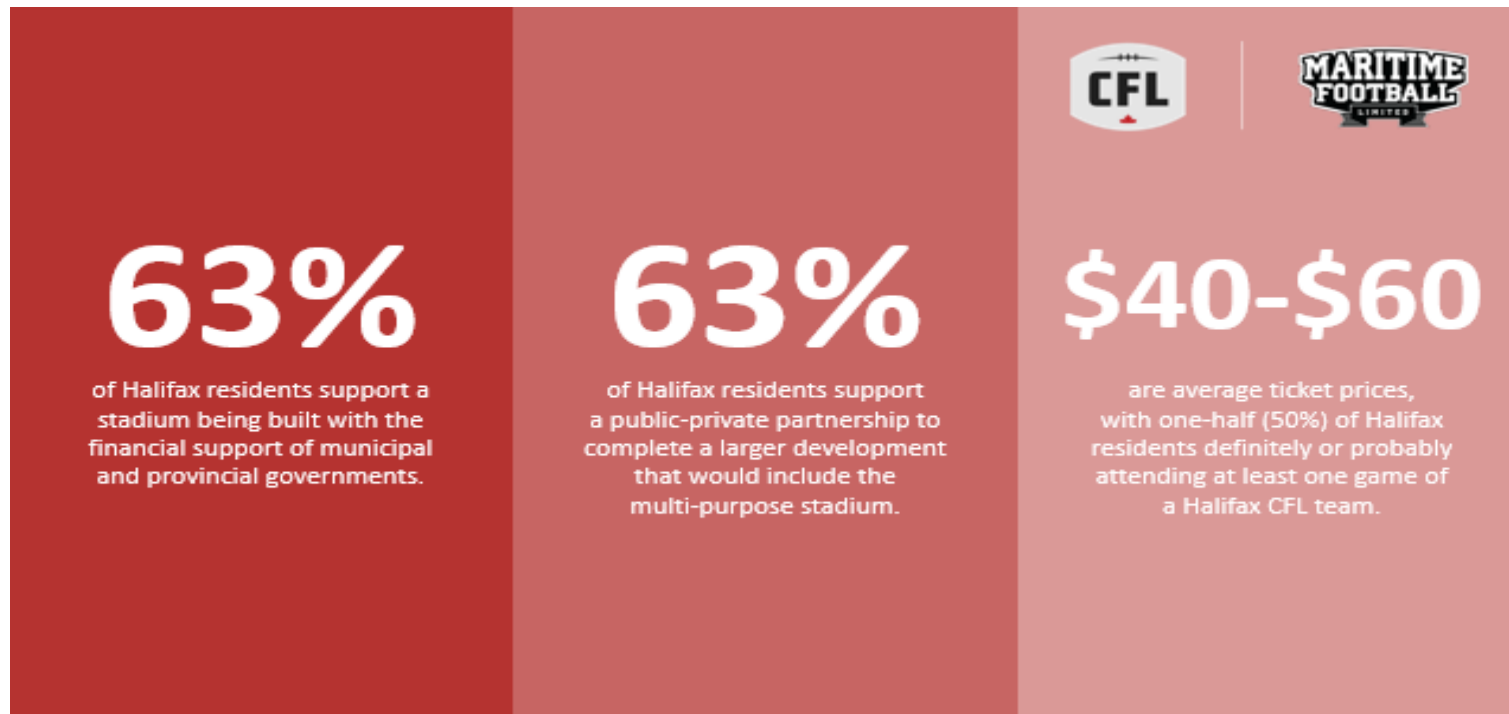
- Alignment with Council Priorities, municipal services and capital infrastructure plans
- Assess costs & benefits to HRM including municipal service costs, additional infrastructure costs and economic impacts/benefits
- Assessment and sustainability of revenue & debt financing options
- Assessment of risks & opportunity costs
- Review of stadium projects in other municipalities (i.e. Ottawa, Winnipeg, Regina, Hamilton)

Public Engagement Considerations

- Consultation and engagement with the public and stakeholders with respect to stadium and site design, site amenities, community impacts and the changes to the current Shannon Park development concept will be required.
- The proposed site involves a proponent, 3 levels of government, a First Nation and a professional sports league in addition to other potential stakeholders
- Millbrook First Nation's interests & future plans for Shannon Park
- Future use of the Shannon Park School

Citizen Polling Results

- Maritime Football Limited Partnership Polling Results



Corporate Research Associates (CRA)


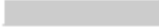

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Citizen Polling Results

- CTV Atlantic Polling Results

CTV Atlantic Web Poll

How do you feel about the idea of government providing tax breaks to build a CFL stadium in the Halifax area?

I'm for it. Whatever it takes to get a CFL stadium.		456	(15 %)
I'm against it. Government shouldn't be supporting a stadium.		1716	(58 %)
It would depend on the details of the agreement.		782	(26 %)

Total number of votes: **2954**

Citizen Polling Results

- Star Metro Polling Results

Question 1

To what extent, if at all, are you in favour of Halifax Regional Municipality contributing taxpayer dollars, either directly or through tax breaks, to the building of a new outdoor stadium in the municipality? Are your views very favourable, favourable, neither favourable or unfavourable, unfavourable, very unfavourable?

Star Metro received a **42% favourable and 41% unfavourable** to their question with the other 15% choosing the neutral option.

Citizen Polling Results

- 2018 Halifax Citizen Survey Polling Results

Halifax residents were asked to ‘rank the top three infrastructure projects that you would like to see the municipality pursue over the next 5 years.’

	% selecting as top priority	% selecting as top three priority*
Maintenance of existing streets and roads	22%	51%
Upgrade major roadways to provide increased capacity	16%	36%
Commuter rail	12%	33%
New active transportation improvements	10%	25%
More buses to new areas	6%	17%
More buses on existing routes	5%	15%
Improved/additional public transit facilities	5%	14%
New stadium	5%	12%
Maintenance of existing sidewalks, walkways, and trails	3%	22%
Arts and cultural facilities	3%	11%
New recreation facilities/community centres	3%	9%
Improving existing facilities	2%	15%
New/repair of outdoor recreation facilities	2%	14%
Technology to improve service delivery/customer service/accessibility	2%	12%
New/refurbished community branch libraries	2%	7%
Arenas/ice surfaces	1%	3%
Other	1%	4%

*Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

Next Steps

Following Council's approval to proceed with the staff recommendation:

- The MFLP will provide the municipality with a proposal on a stadium development. Following receipt of the proposal, municipal staff will need to assess it for several months before being in a position to present recommendations to Regional Council.
- The municipality will monitor discussions between Canada Lands Company and MFLP regarding the sale of land at Shannon Park for a stadium.
- Public & stakeholder consultations on the final MFLP proposal as it relates to land use and financial implications.

Staff Recommendation

- 1) Complete a thorough business case analysis on a proposal for a stadium, including a stadium district from MFLP.
- 2) Engage with the Province to obtain legislative amendments to the Halifax Charter to allow for a tax agreement on a stadium, and the ability to contribute financially to the debt financing of a stadium through a Tax Incremental Financing model or otherwise, pending the outcome of the business case analysis.
- 3) Engage, collaborate and partner with the Province on potential new and incremental sources of revenue designated to contribute to the debt financing of the stadium.

Staff Recommendation Cont.

- 4) Bring a report back to Council detailing the results of the business case review of a MFLP proposal with a recommendation to proceed or not to proceed as a funding partner in a new multi-use stadium. The business case review must include evaluations on the need, cost-benefit, risk, economic impact, partnership opportunities and current cost estimates.

Thank You

Questions ?

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