

## COUNCIL REPORT

M&C No.	2019-264
Report Date	October 17, 2019
Meeting Date	October 21, 2019
Service Area	Finance and Administrative Services

His Worship Mayor Don Darling and Members of Common Council

***SUBJECT: Sea Can and Program Manager Initiative***

***OPEN OR CLOSED SESSION***

This matter is to be discussed in open session of Common Council.

***AUTHORIZATION***

Primary Author	Commissioner/Dept. Head	City Manager
<b><i>Ian Fogan</i></b>	<b><i>Kevin Fudge</i></b>	<b><i>John Collin</i></b>

***RECOMMENDATION***

It is recommended that Council:

1. Approve \$19,000 from the Growth Reserve towards the build of the Sea Can containers, and
2. Support a 1 year trial of hiring an Uptown Program Manager, and
3. Accept the support offered from Uptown Saint John Inc. for material costs towards Sea Can Washroom of approximately \$33,000.

***EXECUTIVE SUMMARY***

It is proposed that the City launch a one (1) year pilot project for an Uptown Program Manager along with deployment of a sea can bar and washroom with a view to supporting uptown growth and activities. 2019 has been a very successful year for holding events in the Uptown area and those events have been very well supported by the public. This initiative seeks to facilitate the continuation of those events, augment the experiences, introduce new events and unlock a revenue stream for the City. This initiative is also being supported by Uptown Saint John. These activities are projected to provide a net positive financial result for the City.

***PREVIOUS RESOLUTION***

The recommendation provided above was referred from Growth Committee to Council for approval.

## **REPORT**

2019 was a very successful year for events in the Uptown that will be capped off with Uptown Sparkles on December 5, 6 & 7. Regular events like the Night Market saw thousands of people stroll through an alleyway every Thursday night and special events such as Moonlight Bazaar, Fundy Fringe Festival, E2L Jam and Area 506 brought thousands of people into the Uptown core. Through these events it is easy to see how we have something special in our downtown, called Uptown, and our value proposition to attract more residents to our core is supported by these events.

The City is seeking to launch a one year trial of an Uptown Event/Contract Coordinator to help augment the services provide, the attractions, develop more offerings and generate some much needed revenue to support the events and the City operations.

It is proposed to construct a Sea Can Washroom and a Sea Can Bar/Water dispensing station to be deployed at the special events and to be regularly located at the Night Market and Cruise Ship terminals coinciding with the Cruise Ship arrivals and market activity. The washroom can also be used to help support other events in the Uptown and elsewhere throughout the City such as the Queens Square Farmer's market, tournaments or, in emergency situations, to support EMO deployment events.

The majority of the labour can be completed using in-sourced City of Saint John labour expertise (except plumbing) but the materials would have to be purchased. Uptown Saint John has offered in principle (pending final board approval) to support the material cost for the Washroom facility and the City is seeking to use the Growth Reserve to cover the cost of material for the Sea Can Bar/Water Dispenser.

The Uptown Program Manager would negotiate terms and oversee the deployment of the Sea Cans and pursue other activities that would generate revenue or reduce expenses for the City. Some of those activities include;

- Public events/Placemaking
    - o Act as one point of contact for requests in the uptown area.
    - o Facilitate returning and new place-making experiences.
    - o Manage and guide Uptown spaces/events like loyalist plaza, parades etc.
    - o Street closures – One person to coordinate, write license, guide process and City involvement – ensure fees recover our costs, ie street clean up, garbage removal, policing.
    - o Patio licenses – guide process, policy and procedure.
    - o Pedestrian spaces – including conversion of South Market Street.
- Oversee capital budget.

- Communication – ensuring all stakeholders in the area are part of the conversation.
- Market Square
  - Contract management – Develop SJ (Market Square Development Corp) work with Hardman and contract oversight on sub leases (T&CC, library and Parking Garage). Current spend is over 2.4 mil, control costs, reduce costs through renegotiating leases.
  - Loyalist plaza Cruise ship market revenue generation and other vendor licenses like food trucks.
- Contract management
  - Any uptown license or lease – various parking lots, loyalist plaza, City market leases
- Night market
  - Promotion, revenues, expenses, vendor relations, event management, coordinate logistics
- City Market
  - Now opening later and 7 days a week is very thin with one manager who has vacation. This position would also serve as assistant market manager and back up to City Market Manager.
- Cruise ship market
  - Build proposal, run market same as night market, build capital project.
  - Sea Can Village planning.
- Business development
  - Port land exchange – develop rentals and leases on uptown property such as other sea cans deployed around Harbour Passage or the Market and Pugsley slips.
- Sea can deployment
  - Manage deployment of sea cans, including use for EMS.
  - Uptown SJ to pay for half the cost of sea can bathroom build, and offer use of their mobile pressure washer for cleaning.
  - Bar and washroom will normally reside at Night Market and Cruise Ship Terminal but will be deployed at other events like street closures and events like Area 506.
- Uptown Saint John
  - Partner with Uptown on washroom build; coordinate for events like Uptown Sparkles and street closures and other events.
- City Market Strategic Plan
  - Work to find funding and look at possible restructuring options for City Market.
- Marketing/Promo
  - Set up and manage social media plan for City Market and Night Market as well as future events/properties.

The estimated net positive return to the City of these activities after expenses and a 10% expense contingency is approximately \$30,000. We have not included an amount for some of the contract management activities which could yield significant benefit and savings to the City. Also incalculable is the net positive effect to growth that this support could generate. As an example of the growth effect, the Night Market has supported some very successful business ventures which lead to economic spinoffs.

### ***STRATEGIC ALIGNMENT***

This initiative aligns with several Council priorities including;

- **Growth and Prosperity** by promoting Saint John as a community to live, work and play, and
- **Vibrant, Safe City** by investing in arts, culture and recreation experiences that create a sense of community pride, and
- **Fiscally Responsible** by leveraging opportunities to create alternative revenue sources.

### ***SERVICE AND FINANCIAL OUTCOMES***

This is a service enhancement/alignment project seeking to streamline and facilitate activities in the Uptown district and generate additional revenue for the City.

The project requires an initial investment of approximately \$99,515 with \$33,015 contribution coming from Uptown Saint John leaving \$66,500 required from the City. Of that \$66,500, approximately \$47,500 can be incurred with internal labour requiring \$19,000 in actual one-time cash investment.

The reoccurring revenue is expected to exceed the reoccurring expenses by approximately \$30,000 annually and produce a net positive effect to the City's operating budget.

### ***INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS***

This initiative has been reviewed by Growth and Development who are supportive of the project.

### ***ATTACHMENTS***

Presentation