
TO: MAYOR J. LEHMAN AND MEMBERS OF GENERAL COMMITTEE

**FROM: RICK PEWS, P. ENG.
DIRECTOR OF CORPORATE FACILITIES**

**KAREN DUBEAU
DIRECTOR OF CREATIVE ECONOMY**

**NOTED: DAWN MCALPINE
ACTING GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**

**ZVI LIFSHIZ
EXECUTIVE DIRECTOR, INVEST BARRIE**

**C. LADD
CHIEF ADMINISTRATIVE OFFICER**

**RE: PERMANENT MARKET CONCEPTUALIZATION STUDY AND SANDBOX
ENTREPRENEURSHIP CENTRE BUSINESS CASE**

DATE: JUNE 19, 2017

The purpose of this Memorandum is to provide Members of Council with an update on the progress of the Permanent Market Project, as well as the 'Sandbox' Entrepreneurship Centre Project, to be located at the Transit Terminal.

Background

As previously presented to Council on January 23rd, 2017 in Staff Report FCT001-17, the following scope of work was to be completed by staff:

1. That the Downtown Barrie Permanent Public Market Business Plan prepared by Three Sixty Collective dated October 2016 be received for planning purposes as a guiding document in the development of the project as illustrated in Appendices "A" and "B" of Staff Report FCT001-17.
2. That staff advance the Barrie Permanent Public Market Project by procuring a consultant team for an estimated cost of \$100,000 (this request to be included as an addendum to the 2017 Capital Plan) to complete a financial and technical validation of the Downtown Barrie Permanent Public Market Business Plan. Plan to include common programming factors, development components and interrelated costs that could potentially be located at the Transit Terminal consistent with the Market Precinct Concept and report back to General Committee with a comprehensive execution plan prior to summer recess.
3. That the Sandbox Entrepreneurship Centre and Business Knowledge Exchange concept as presented to General Committee on December 12, 2016 be approved in principle and used to guide the development of a business plan.
4. That staff in Invest Barrie continue discussions with the Entrepreneurship Ecosystem Community and Business Partners and prepare a project business plan for the establishment of an entrepreneurship centre and business knowledge exchange on the second floor of the Transit Terminal, in collaboration with the market business plan relative to common matters such as facility maintenance and other operating synergies, and report back to General Committee with recommendations and associated costs.

5. That staff undertake a process to obtain proposals for the lease of the existing food service space on the 1st floor and office space on the 2nd floor of the Transit Terminal Building and report back to General Committee.
6. That staff explore potential options for relocating transit ticket sales, customer service counter and the parcel storage area, currently located within the Transit Terminal, to a small section of the new Farmers Market building and develop a transit service plan that considers service adjustments that may be required to accommodate the change in the use of the Downtown Transit Terminal and redirect the services to an alternate main transit service hub while still maintaining a bus service presence in Downtown Barrie.
7. That staff develop a list of pre-conditions to the contribution agreements(s) that will be formed between the City of Barrie and potential partners for the redevelopment of the Transit Terminal and report back to General Committee.
8. That, in coordination with the Barrie Farmer's Market, Mulcaster Street be closed between Worsley and Collier Streets, reoccurring every Saturday between 6:00am and 2:00pm from May to October until such time as the Farmer's Market moves to its permanent location at the Transit Terminal.
9. That staff take no further action regarding the sale of the city-owned parking lot located at 26 Mary Street.
10. That the City maintain public ownership of the Transit Terminal building and land located at 24 Maple Ave, Barrie, Ontario.
11. That the Market Working Group continue to meet quarterly in order to support and guide the Market Project.

Project Update

As directed by Staff Report FCT001-17, staff have completed the following work related to the proposed projects planned for the existing Transit Terminal located in Downtown Barrie.

1. Informal quotations were received to complete a demolition design for the 2nd floor and Burger King area of the Transit Terminal. A design has been completed and a RFQ procurement document will be issued to the market this month with demolition starting in July of 2017.
2. An invitational procurement process was conducted to retain a consultant team to complete a financial and technical validation of the Barrie Permanent Public Market Project. Lett Architects was the successful firm and will be undertaking the work necessary to validate the proposed scope of the Public Market. The delivery date of the financial/technical validation and the comprehensive execution plan has been postponed and will be delivered to Council in September of 2017.
3. A purchase order has been issued to Soils Engineers Ltd. for the services of a geotechnical investigation of the soil surrounding the existing Transit Terminal. The geotechnical investigation will assist with determining the viability and financial implications of constructing a new facility on the site.
4. As part of the financial and technical validation of the Barrie Permanent Public Market, City departments which are affected by the proposed permanent market (i.e. Transit, Police, etc.) are being consulted to determine viable solutions for their displacement, should the project move forward.

5. An invitational procurement process was conducted to retain a consultant to complete a business plan for the Sandbox Entrepreneurship Centre and Business Knowledge Exchange. The successful proponent was St. Clements Group Inc.
6. A draft business plan has been completed by St. Clements Group, in consultation with Invest Barrie staff and a diverse group of community and business stakeholders. The business plan includes an operating model, governance model, and financial model for the Sandbox Centre.
7. Given the anticipated common matters between the Sandbox and the Barrie Permanent Public Market such as facility maintenance and other operating synergies, the Sandbox business plan will be delivered to Council in September 2017, in close proximity to the Barrie Permanent Public Market plan.

Should you have any questions about the development project in general, please do not hesitate to contact Rick Pews at extension 4710 or via email at Rick.Pews@barrie.ca. Should you have questions related to the Entrepreneurship Centre, or 'Sandbox', please do not hesitate to contact Karen Dubeau at extension 4763 or via email at Karen.Dubeau@barrie.ca.