

# Kelowna Performing Art Centre Feasibility Study and Options Analysis

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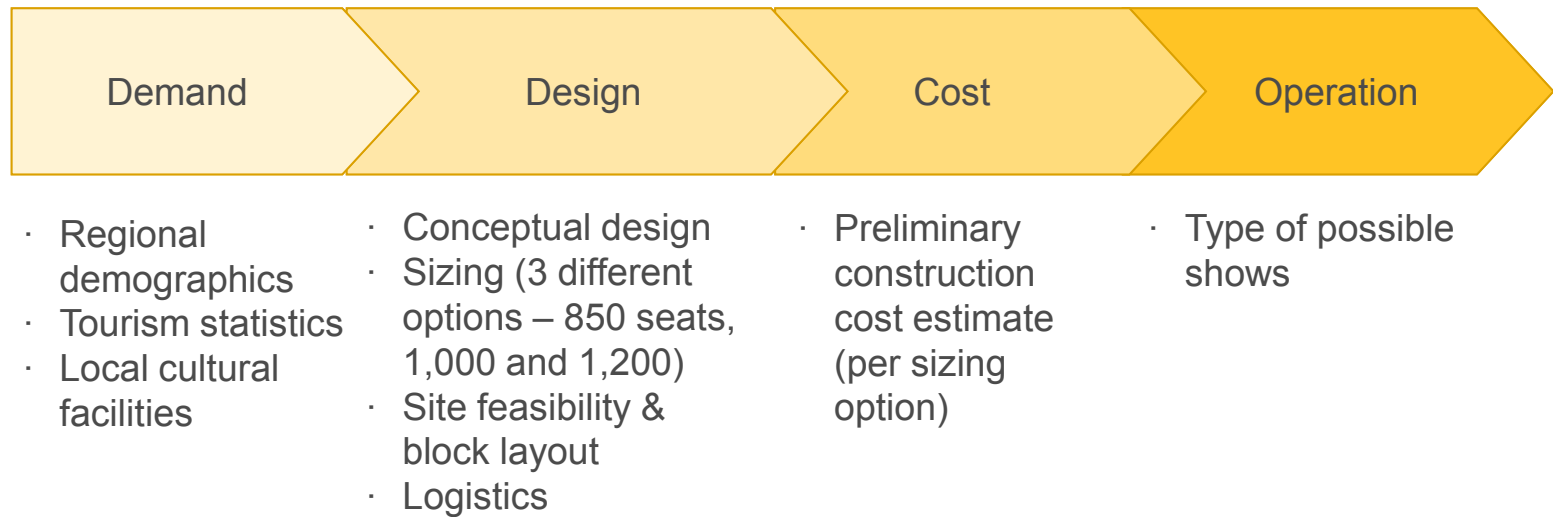
Colliers Doc. 890962-0050(1.0)



Colliers  
Project Leaders

# Performing Arts Centre

## Analysis Methodology



In partnership with Schick-Shiner & Associates and Proscenium Planning & Architecture Inc.

# Performing Arts Centre

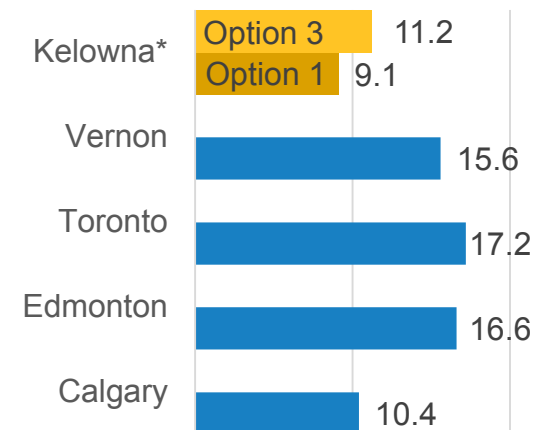
## Demand and Population Projection

- Individuals of a arts-centric demographic are generally **older**, more highly **educated**, and have **higher family income** than the average population. The City's population is characterized as follows:
  - > 20% of the population are 65 years and older.
  - > 50% hold a postsecondary education degree.
  - Median total household income for families is \$87,233 (before tax)
- Kelowna's population is projected to grow by > 20% until 2030.



Kelowna has a demographic profile that will continue to support performing arts and cultural programming in the City.

*Theatre Seats per 1,000*




\*Based on 2030 population, incl.  
Rotary Centre for the Arts, Performing  
Arts Centre (Box Theatre, Main Stage)

NOTE: Tourists are not considered a reliable customer base due to high seasonal variations and a strong competition with other cultural and recreational offerings.

# Performing Arts Centre

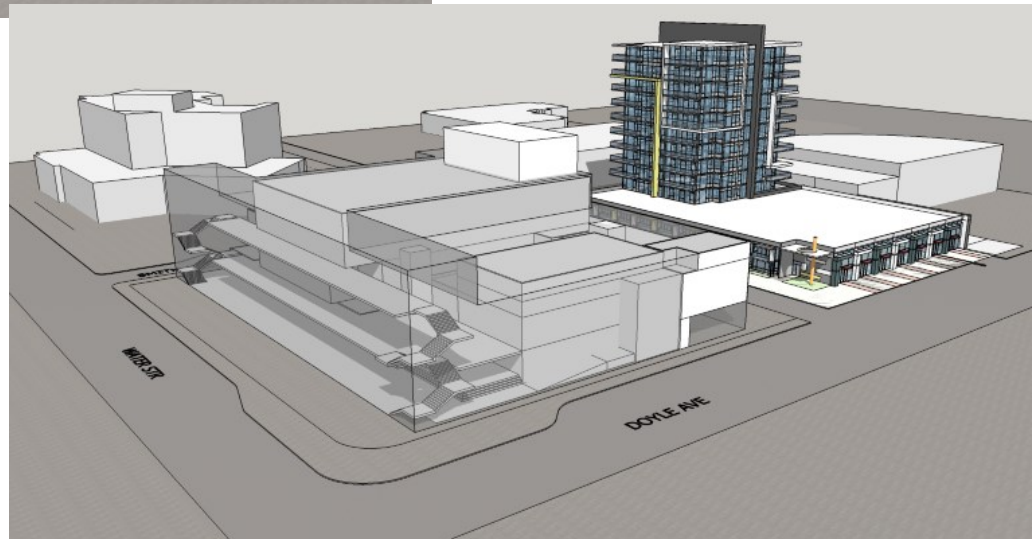
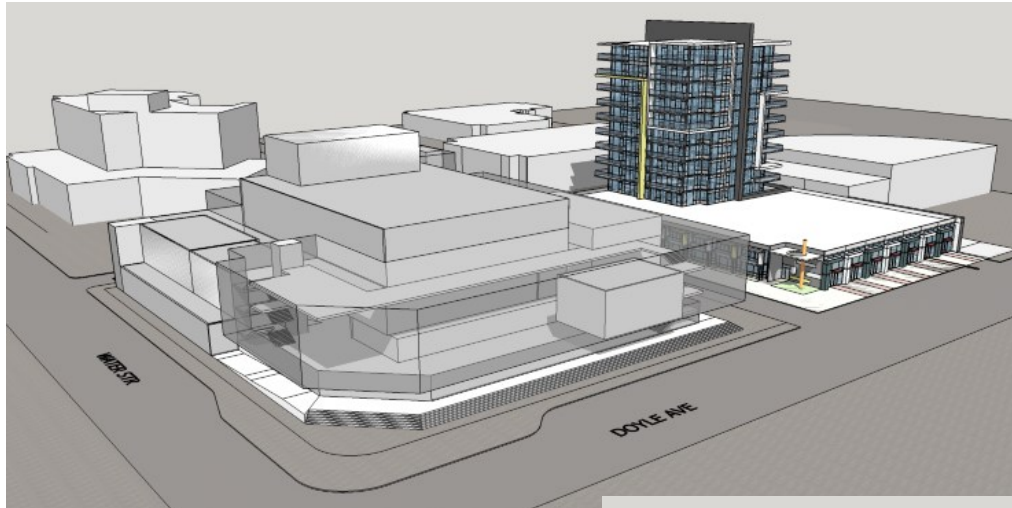
## Analyzed Options

	Option 1	Option 2	Option 3
Main stage seating*	<b>850 seats</b>	<b>1,000 seats</b>	<b>1,200 seats</b>
Floorspace	61,300 sq ft	72,300 sq ft	81,300 sq ft
Total Construction Costs	\$43.6M	\$53.0M	\$61.7M
Cost per sq ft	\$710	\$733	\$760
Construction complexity	Low (no balcony)	Medium (balcony)	Medium (balcony)
Fit out standard	Moderate	Medium	Medium
Community involvement vs. Group booking			
	Community	Touring Groups/ Artists	

\* All options include a 250 seat Black Box theatre in addition to the main stage.

# Performing Arts Centre

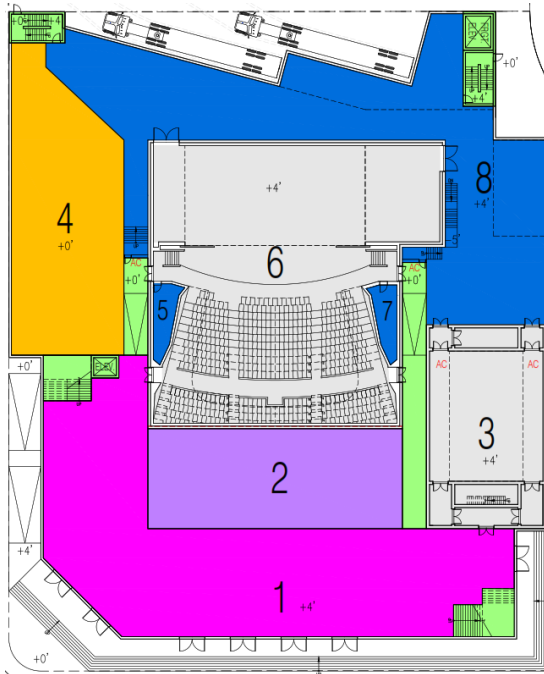
## 3D Massing and Orientation Options



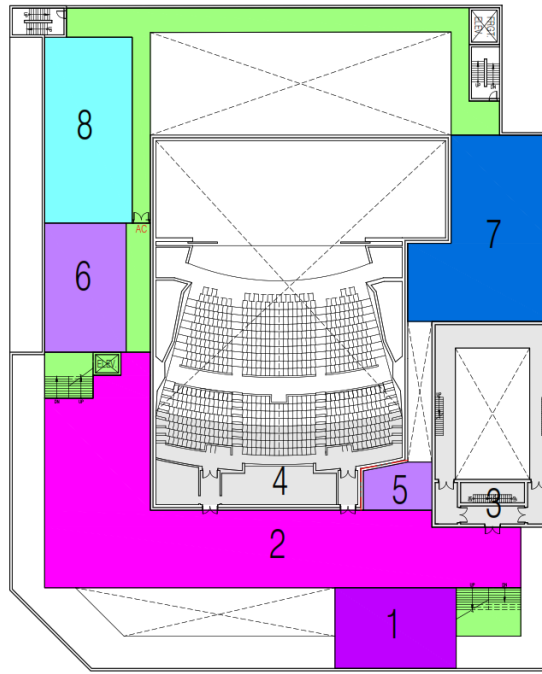


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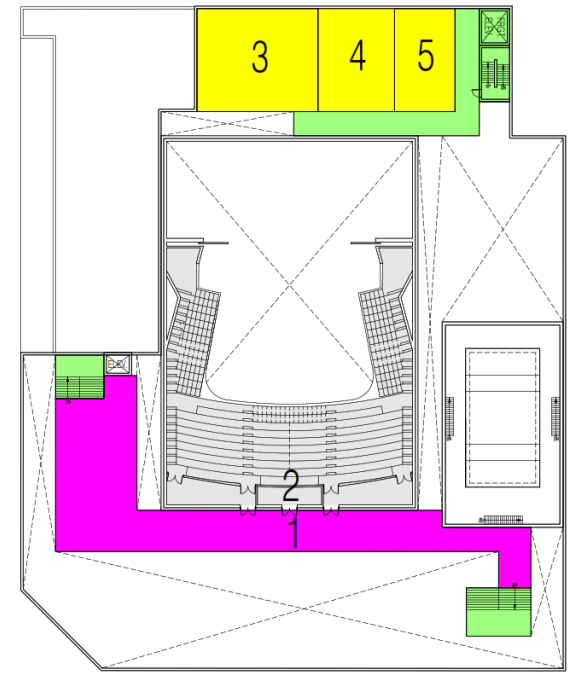
## Program Allocation – Entrance at Water and Doyle



1<sup>st</sup> floor



2<sup>nd</sup> floor

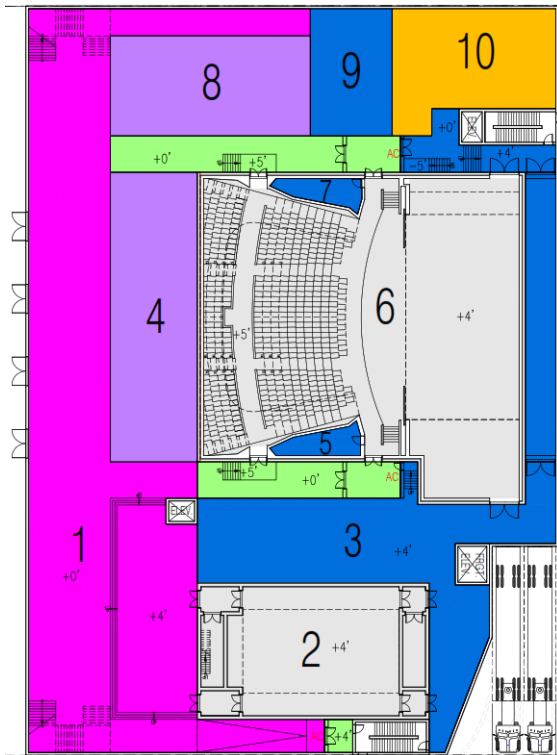


3<sup>rd</sup> floor

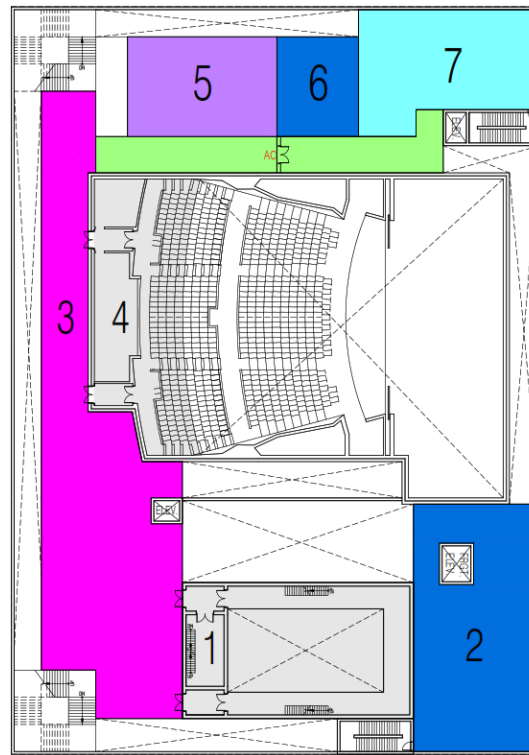


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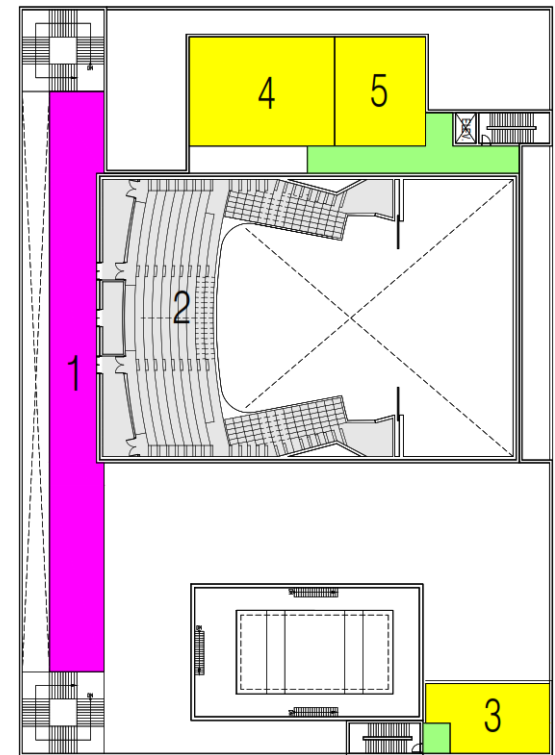
## Program Allocation – Entrance on Water Street



1<sup>st</sup> floor



2<sup>nd</sup> floor



3<sup>rd</sup> floor

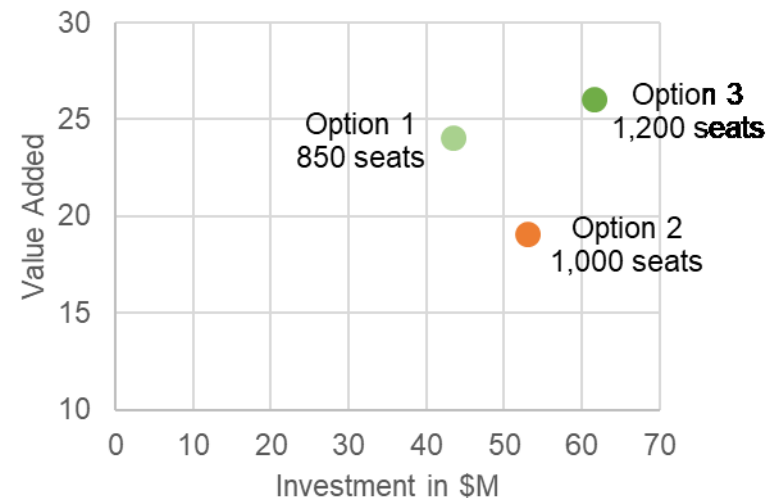
- |   |   |  |   |
|---|---|--|---|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span> Lobby            | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgrey; border: 1px solid black;"></span> Theatre Space | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightblue; border: 1px solid black;"></span> Administrative Space | <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> Building Services    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> Front of house | <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> Back of house      | <span style="display: inline-block; width: 15px; height: 15px; background-color: orange; border: 1px solid black;"></span> Commercial / Retail     | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> Circulation Area |

# Performing Arts Centre

## Cost-Value Analysis of the three Options

Options were compared with regard to:

- Service offering
- Community activities
- Additional venues & sources of income
- Risk of empty seats
- Landmark
- Required marketing efforts by the City
- Integration into urban concept



Option 3 offers the highest added value at the highest investment followed by Option 1 at the lowest investment. Option 1 will be a community theatre and Option 3 will attract touring groups and a larger audience. |



# Performing Arts Centre

## Conclusions

- Demographic profiles suggest **consistent demand** by residents and tourists.
- Kelowna Community Theatre is at the **end of its lifecycle**.
- There is only one **competing** mid-sized **theatre** in the Okanagan Valley.  
(Vernon and District Performing Art Centre)
- **Two options** – both 850 and 1,200 seats\* are **viable**.
- The **site is suitable** for all sizes.
- A suitable **operating model** will depend on the size of the theatre.

\* Main stage seats. All options include a 250 seat Black Box theatre.

Questions?