

# Squamish Adventure Centre Revitalization

Economic Development  
Sept 28, 2021



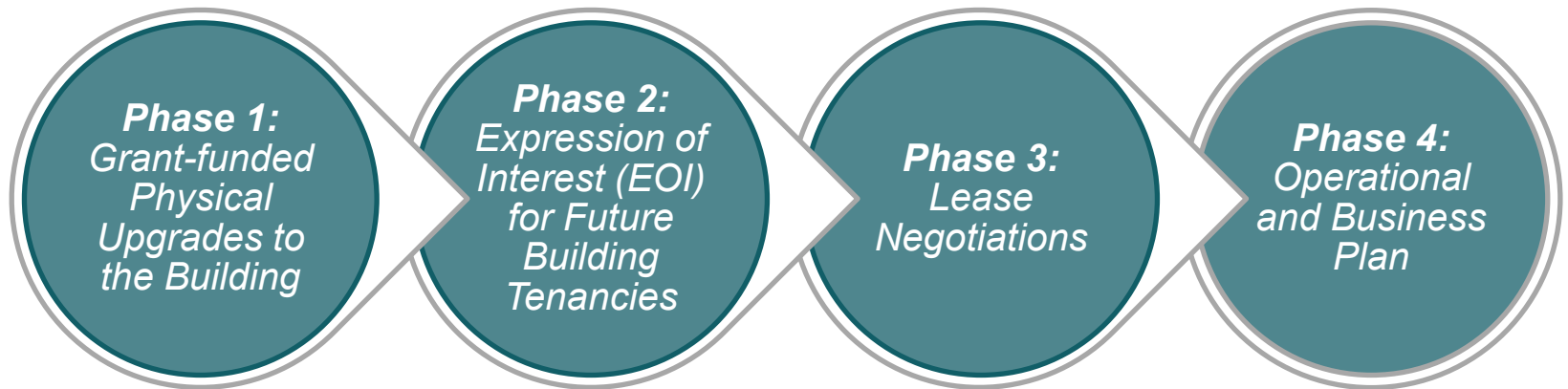
# Purpose

To seek Council's endorsement of the recommended Squamish Adventure Centre (SAC) revitalization option as presented.

# Today's Agenda

1. Revised Approach
2. Proposed Vision
3. Proposed Layout and Impact
4. Proposed Improvements and Cost Estimates
5. Addressing Feedback and Decision Rationale
6. Next Steps and Timeline

# Revised Project Approach





VISITOR

RENTALS

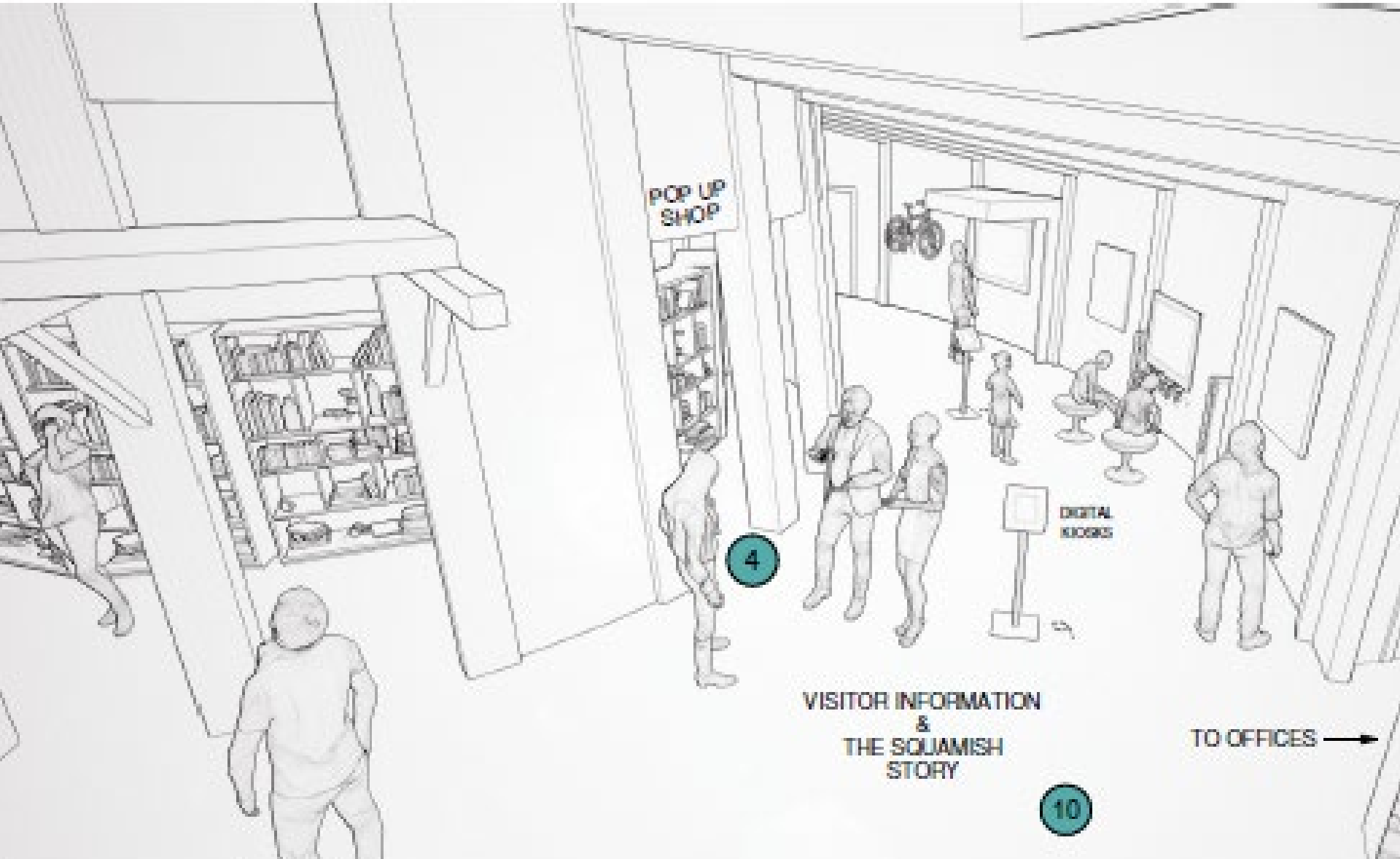
TOURS

38551

OPEN

- ✓ **An Interactive Storytelling Journey: The Squamish Story**
- ✓ **A Business Development Space: Squamish pop-up shop**
- ✓ **A Place for Tourism Promotion and Stewardship: Visitor servicing**
- ✓ **A Community Gathering Place: Meeting and event space**
- ✓ **A complimentary retail, food and beverage experience: Revenue generating retail space**

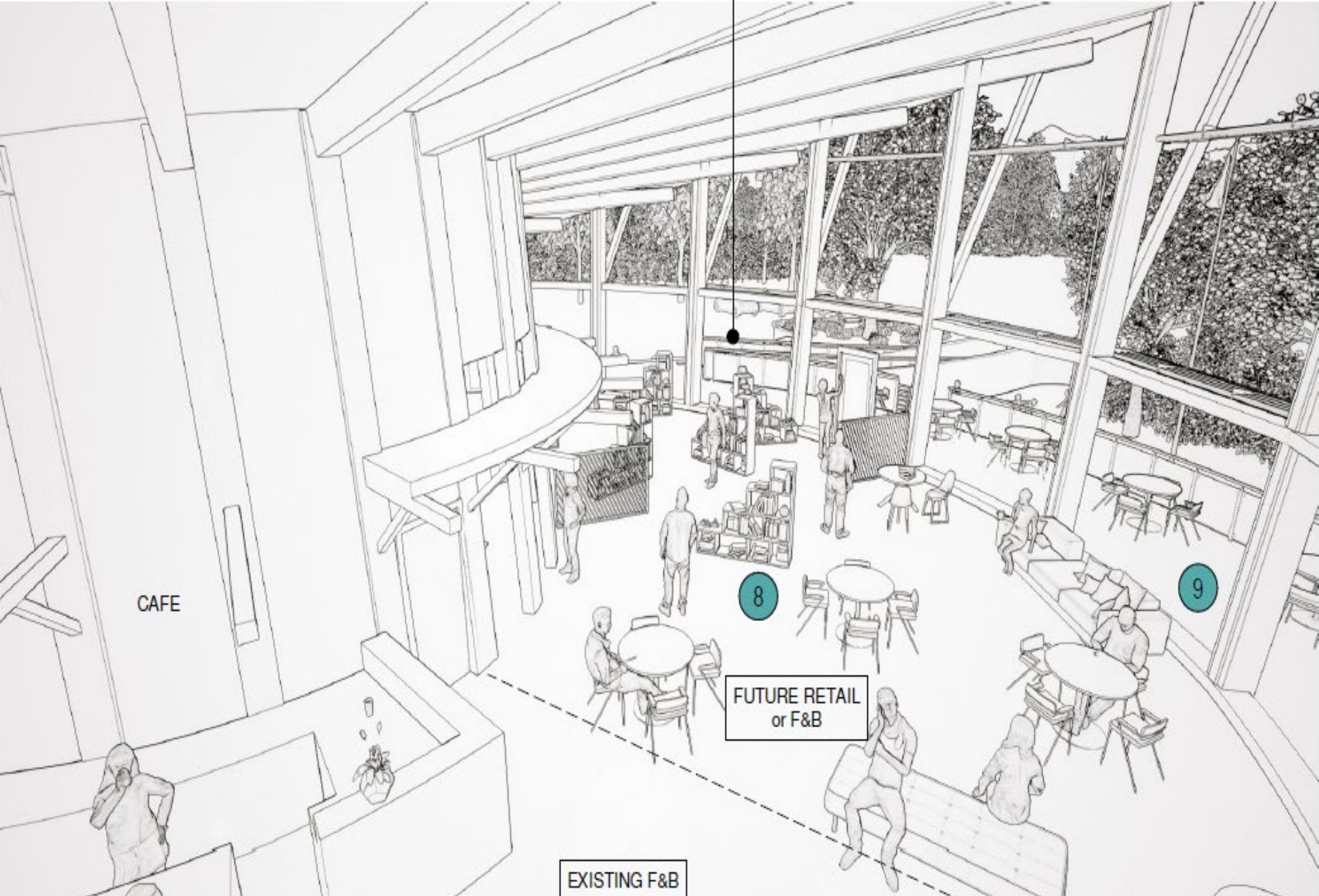




- ✓ **An Interactive Storytelling Journey: The Squamish Story**
- ✓ **A Business Development Space: Squamish Pop-up Shop**
- ✓ **A Place for Tourism Promotion and Stewardship: New Visitor Servicing Area**



✓ **A Community Gathering Place:** Refreshed meeting and event space

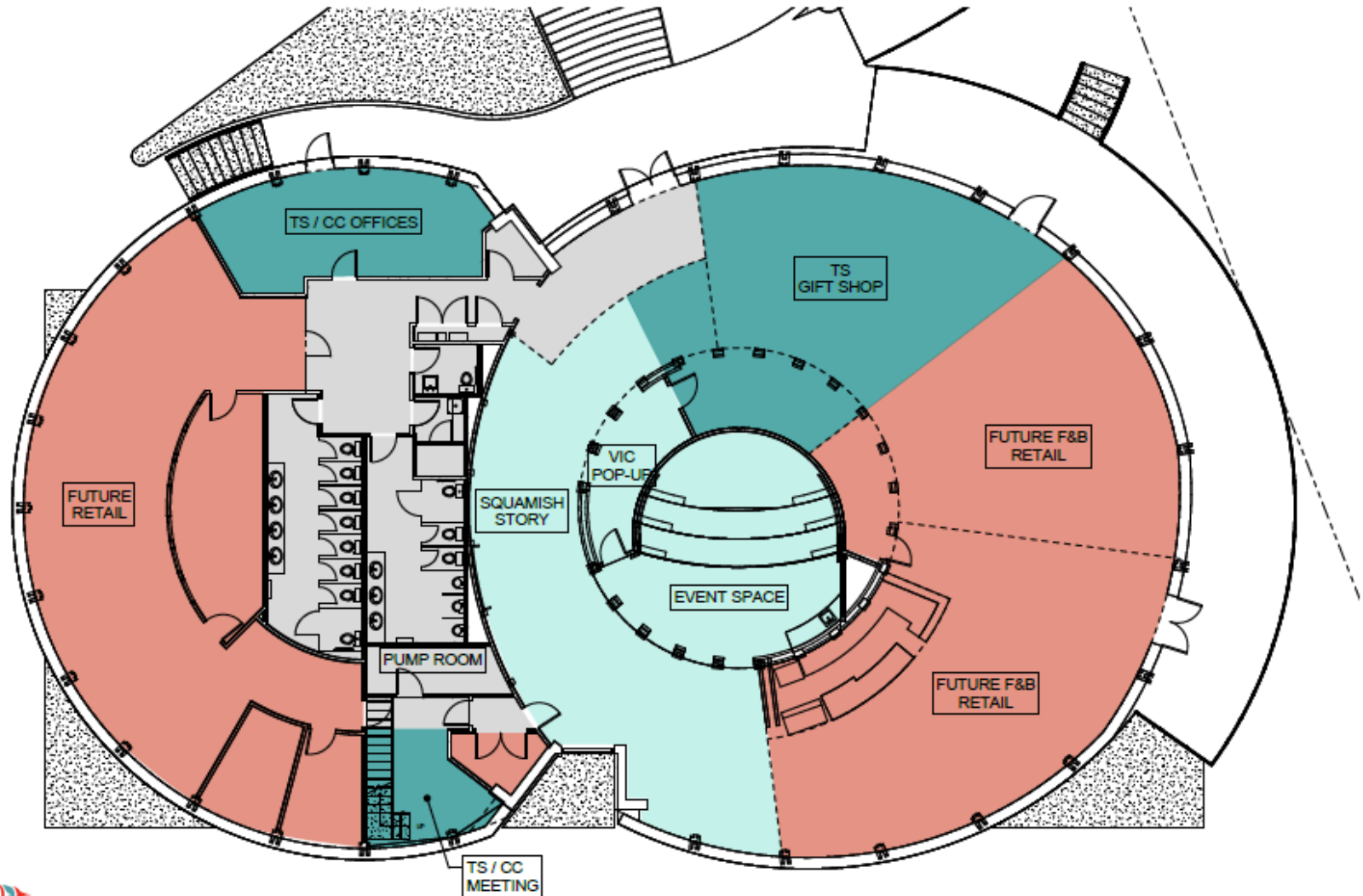


**A complimentary retail, food and beverage experience:**  
New revenue generating retail space

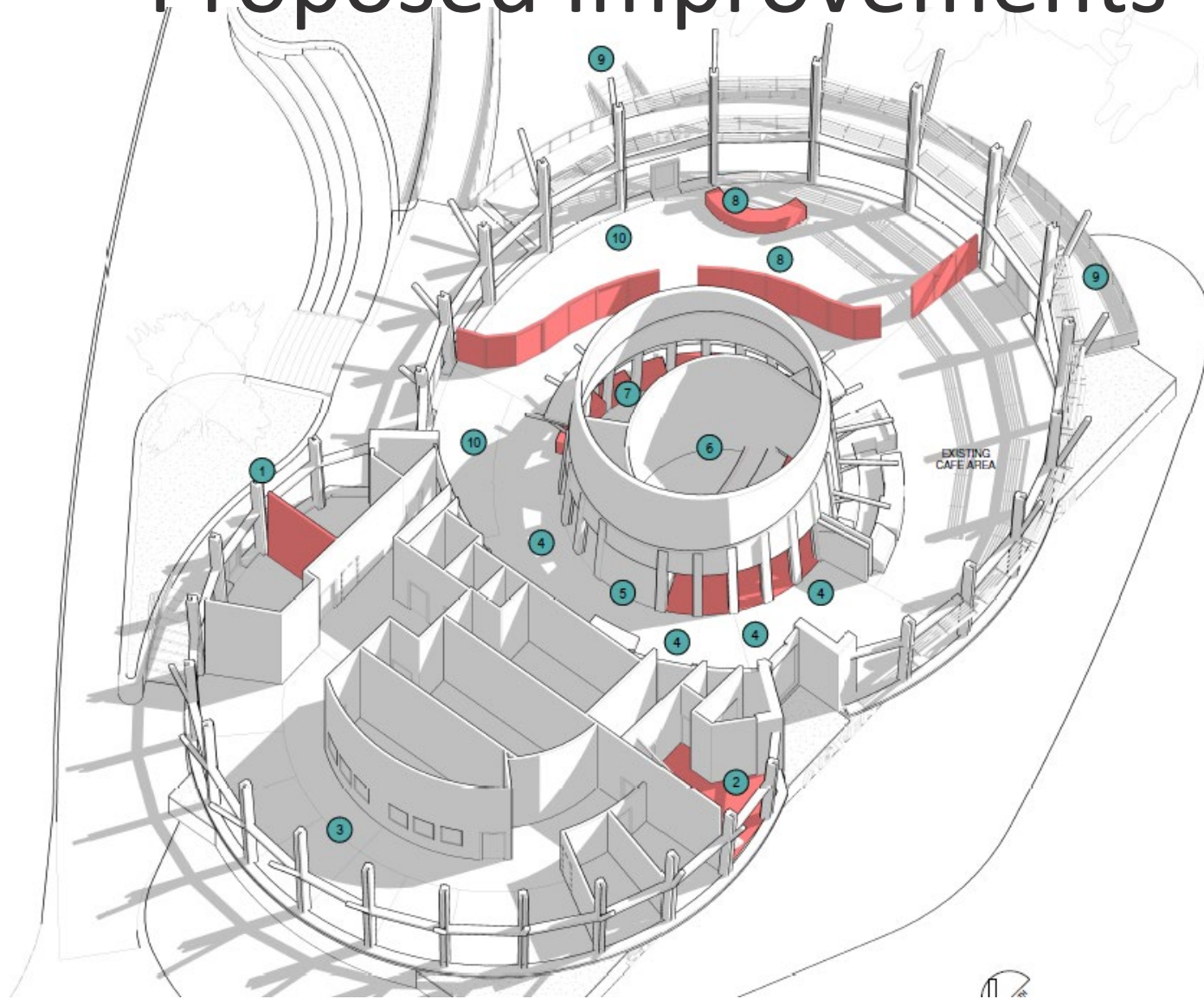


- ✓ **A new outdoor experience:**  
Refreshed patio area with accessibility to grass area and future Children's play area

# Proposed Building Layout



# Proposed Improvements



# Proposed Improvements

| Item  | Cost             | Work  | Positive Impact             |
|---|------------------|---|-----------------------------|
| Open Up Theatre/Event Space                 | \$129,000        | Remove walls, curved screen and AV, seating | Tourism, Business Community |
| New Squamish Pop Up/VIC                     | \$12,000         | Remove walls, fill doors                    | Tourism, Business           |
| Squamish Story                              | \$105,000        | Programming                                 | Tourism                     |
| Signage                                     | \$94,000         | Hwy. sign, windows                          | Tourism, Business           |
| Kiosk Removal                               | \$19,000         | Remove millwork                             | Revenue                     |
| Gift Store Relocation                       | \$50,000         | Removal existing partition wall             | Tourism, Branding, Revenue  |
| Drivers Lounge/Kitchen Conversion to Office | \$25,000         | Remove walls, kitchenettes                  | Revenue                     |
| Meeting Room Conversion                     | \$12,000         | Remove cabinetry, decommission pump         | Revenue                     |
| Patio Improvements                          | \$24,000         | New stairway to grass, play area            | Tourism, Revenue, Public    |
| Overall Project                             | \$230,000        | Painting, floors, HVAC, Soft costs          |                             |
| <b>TOTAL</b>                                | <b>\$700,000</b> |   |                             |

# Proposed Layout - Impact

| Area     | Current<br>(sq.ft.) | Proposed<br>(sq.ft.) |
|----------|---------------------|----------------------|
| Rentable | 2,673               | 5,936                |
| Common   | 6,493               | 3,320                |
| TOTAL    | 9,166               | 9,166                |

Potential to increase the rentable area vs common area will significantly improve the financial performance of the SAC

# Addressing Feedback

| Council Feedback            | Proposed Impact   |
|-----------------------------|---|
| Building cost-neutrality    | Supports cost-neutrality                                      |
| Office space requirements   | Minimizes footprint to increase public areas and market space |
| Centre signage and branding | Enhances exposure while adhering to brand standards           |
| Other community uses        | Potential for arts, economic development use                  |
| Use as event space          | Enhances utility and flexibility of space                     |
| General operating expenses  | Efficiencies via proposed upgrades                            |
| Tourism's contribution      | Increases tourism's financial contribution                    |
| First Nation's involvement  | Achievable via Squamish Story (TBD)                           |
| Adjacent outdoor uses       | To be considered via programming (TBD)                        |

# Next Steps and Timeline

| Milestone                          | Timing            |
|------------------------------------|-------------------|
| Task Force Support                 | Aug. 19, 2021     |
| Council Endorsement                | Sept 28, 2021     |
| Drawings and Construction Planning | Q4 2021           |
| Renovations                        | Q4 2021 – Q2 2022 |
| EOI Process                        | Q4 2021           |
| Lease Negotiations                 | Q2 - Q3 2022      |
| Operational/Business Plan          | Q2 - Q3 2022      |

# Recommendation

That the Committee of the Whole make the following recommendation to Council:

- **THAT** the District of Squamish endorse the Adventure Centre Revitalization approach as presented at the September 28, 2021 Committee of the Whole.

Thanks you!  
Questions/Comments?