



PRENONS FIÈREMENT NOTRE PLACE
SHARE OUR SENSE OF PLACE

Le 18 juillet 2018

M. Brian Bigger
Maire
Ville du Grand Sudbury
200, rue Brady
Sudbury ON P3A 5P3

Monsieur le maire,

It is my pleasure to share with you some of the latest news regarding *Place des Arts* and to address some of our project's next steps that will involve the City of Greater Sudbury.

Last March, we launched our major fundraising campaign. We were quickly able to announce substantial contributions from a variety of sources, including the seven founding organizations of *Place des Arts* (\$375,000), Desjardins (\$250,000), as well as contributions from local *Club Richelieu* chapters and from several Greater Sudbury families and businesses (\$500,000). We have now publicly announced nearly \$1.2 million in funding raised by the *Share Our Sense of Place* campaign. The campaign is on-going, so stay tuned for more exciting news in the coming weeks and months!

Earlier this year, we hired Northern Ontario visual artist Lise Beaudry to create a public art installation that will be located at *Place des Arts*. And the Sudbury-Toronto consortium of Yallowega Bélanger Salach Architecture + Moriyama & Teshima (YBSA+MTA) is putting the final touches on the design of our building. Preparatory work on the site located at the corner of Elgin and Larch streets in downtown Sudbury will begin this Fall.

We are looking forward to our grand opening in 2020 and already preparing for it. We are doing our due diligence and reviewing the parameters we set initially with regards to how *Place des Arts* will operate and be managed daily. As we do so, we are convinced that we will need yearly operational funding from the city as soon as 2019 to hire staff who will be able to hit the ground running once we open our doors. This is not news to you since this possibility was raised in the *Place des Arts Report to Council* in September 2016.

We hope to hire *Place des Arts's* first Executive Director (ED) in 2019 who will in turn employ the personnel required to manage the daily operations and activities of the venue. To do so wisely, the ED and some staff members will need to familiarize themselves with the construction process and its outcomes to better administer *Place des Arts*.

As such, we propose that the City of Greater Sudbury agrees to support us as early as 2019 with a yearly operation grant of \$260,000, which represents approximately 20% of *Place des Arts's* estimated \$1.3 million annual operational budget. Once fully operational, *Place des Arts* will generate a significant percentage of its own revenues, along with contributions from other provincial and federal public funding agencies.

The *Place des Arts Report to Council* also states that we will be applying for a tax abatement for our venue. I confirm that we will move forward with that demand at the earliest opportunity.

It will be our pleasure to work with city staff to help them prepare a business case in support of our requests.

We sincerely appreciate the support we have received up until now from the city, its elected officials, staff and residents. *Place des Arts* could never see the light of day without your help.

Please allow me, *Monsieur le maire*, to add a more personal touch to this letter. Together, we stand on a new shore. Together we sit, after lengthy portages, at a table yet to be garnished in a house both old and new. We'll cart in our crates and unpack our past and future dreams. We'll throw a housewarming party. And then, borrowing words from Sudbury's poet Thierry Dimanche, "we will feel the need to complete our invention."

Every time we pass the threshold of this *Place des arts*, we will expect to learn the latest news about ourselves, our tomorrows, our next new horizon. In this space designed for encounters and experiences, every day will challenge us to pull off yet another learning event for a yearning world. We must charm, move and transfix the hearts and minds of our audiences. We must kindle the sacred flame. We must teach apprentice sorcerers the art of suspending time's flight.

We will be invitingly daring and defiant. We will celebrate and cogitate. We will be guarded yet generous, determined yet derisive. We will craft new metaphors. Art and culture have the power to part waters and burn boundaries. We will speak, and our speech will be our best ambassador. Together, will always be our own best hope.

Nous vous remercions, Monsieur le maire, de l'attention que vous porterez au contenu de cette lettre. Nous vous prions d'agréer l'expression de nos sentiments les meilleurs.

Le président du conseil d'administration de la Place des Arts,



Stéphane Gauthier
sgauthier@carrefour.ca
maplacedesarts.ca