



## CUMBERLAND COUNTY CIVIC CENTER

### *2009 Board Mission to Renovate / Expand the Civic Center*

Progress Report on Activities to Date  
and  
Proposed Schedule of Upcoming Events

July 31, 2009

*2009 Board Mission to  
Renovate / Expand the Civic Center*

**Action Plan**

Where have we been?

What have we learned?

Where are we going?

How will we get there?

# Activities as of July 31, 2009

## Where have we been and what have we learned?

### **February - Chronological listing of all consulting studies**

A chronological listing was compiled of all consulting studies and reports dating from 1995-2009 regarding the renovation / expansion of the Cumberland County Civic Center.

### **March - Executive summary of all consultant studies**

An executive summary of each consulting study was completed.

### **April - Reproduction of all architectural plans and drawings**

A fifty-nine page report was compiled containing a reproduction of all architectural plans, sketches and renderings submitted by the engineering/architectural/consulting firms that have studied the Civic Center from 1995 – 2009. Included was the “Blue Ribbon Committee” report that made recommendations regarding a new facility.

Firms included:

Odell Associates, Inc.

Heery/LeMessurier

SMRT/Heery

Stuever Bros. Eccles & Rouse, Inc. (Janet Marie Smith)

### **Distribution of report and plans**

All the documents noted above were distributed to:

Civic Center - Trustees

Management and Operations Staff

Task Force - Joe Gray, Portland City Manager

Jim Cohen, City of Portland’s Representative

Richard Feeney, County Commissioner

William Whitten, Deputy County Manager

Brian Petrovek, Portland Pirates

Lyman Bullard, Portland Pirates

Other - Greg Mitchell, City of Portland Economic

Development Director

Godfrey Wood, CEO, Portland Regional Chamber of  
Commerce

Paul Stevens, SMRT

Kevin Joyce, Vice President, emg3

**May - Workshop meeting to review all architectural plans**

A workshop meeting was held with invitations extended to Cumberland County Civic Center Trustees and staff, all Task Force members, Peter Crichton, County Manager, Greg Mitchell, City of Portland Economic Development Director, Godfrey Wood, CEO Portland Regional Chamber, and Kevin Joyce, Vice President, emg3.

Paul Stevens, Principal Owner of the architectural firm SMRT headquartered in Portland, served as the workshop facilitator. Mr. Stevens presented the various plans recommended over the years, highlighting suggestions designed to remedy several significant building deficiencies.

**June - ADA Platform**

When Janet Marie Smith's final plans were received, one of the questions raised concerned the potential sight line impact on adjacent seating created by the proposed ADA platforms. Therefore, a temporary wooden platform was erected to help resolve disagreements as to the extent of the visual obstruction to seats near or adjacent to the platforms.

## Where are we going?

### **May - Questionnaire**

At the Workshop Meeting held in May, all participants were given a questionnaire. Twenty-two (22) responded by indicating their level of knowledge of the various studies and their level of support for various improvements to the building, ranging from only minor maintenance to a new facility. Participants were asked to express their opinions on preferred methods of financing building improvements.

### **July - Questionnaire results**

All responses were tabulated and a copy of the results was sent to all participants.

### **Task Force / Economic Analysis**

The final renovation plans submitted by Janet Marie Smith's team included a construction cost estimated at \$41 million. The Civic Center Trustees concluded that was a "show stopper" as the plans did not provide a major increase in seating capacity for concerts and contained certain design elements that were considered to be unacceptable.

The Task Force asked the Trustees to keep an open mind until it could be determined if portions of the recommendations might prove to be cost effective. The Trustees agreed and are currently awaiting recommendations from the Task Force.

To assist the cost benefit analysis, Brian Petrovek prepared a breakdown identifying new revenue streams if the total construction project was implemented. After initial review, the Task Force strongly recommended that an economic analysis should be undertaken by an independent consultant.

The Task Force is currently exploring the cost of such a study and the method of financing it.

## How will we get there?

### **Introduction:**

The Trustees believe that if major renovations are made to the Civic Center in the near future, a portion of the cost will require public funding. In an effort to gain greater public support when public funding is requested, the Trustees have engaged the marketing firm emg3, headquartered in Portland, to help build public awareness and appreciation for the Civic Center's contribution to the quality of life and the economic health of the region.

The Trustees are also working with the Community Television Network to tape important meetings in order to capture the decision making process leading up to the time when public funding is requested. The final program will also highlight the national talent that has performed for Maine citizens and the Civic Center's economic contributions to the Greater Portland Region.

### **February – Comprehensive Modernization/Marketing Plan**

The marketing firm emg3 has prepared a comprehensive marketing and modernization program to be implemented over a two year period. The program is designed to promote the Civic Center as a compelling and critical community resource, to support and enhance attendance, to maximize promoter/performer interest, and private sector sponsorship.

### **March - A twenty-four month budget was prepared to implement the Modernization and Marketing Plan**

A twenty-four month budget was presented to the Trustees which would re-engineer the on site experience and evolve the Civic Center from a "building" to a "brand" positioning, transform the patron experience in and around the venue, enlist current audiences as strong "Brand Ambassadors", and broaden the brand message to prospective audiences. The comprehensive modernization / marketing program is estimated to cost approximately \$300,000.00 over the two year period.

### **April - Trustees approve private fundraising plan to finance full implementation of Modernization / Marketing Plan**

Lacking funding for such an important program, the Trustees approved a community wide fundraising program to cover all expenses associated with the modernization/marketing plan and the preliminary expenses associated with the renovation and expansion plans.

A potential list of businesses to be solicited has been developed and a power-point presentation has been completed. The presentation traces the history of the Civic Center and highlights the need to prepare the facility for the 21<sup>st</sup> century. The Holiday Inn by the Bay has offered to host several breakfast solicitation meetings. Due to the difficulty in getting people together during the busy summer vacation months, the meetings have been scheduled to begin in September.

**May -**

**Community Television Network**

CTV filmed the workshop session held in May.

## **Proposed Schedule of Upcoming Events**

### **August**

- The Board of Trustees Agenda for August 19<sup>th</sup> will include an item seeking formal Board approval for renovating/expanding the Civic Center.
- CTV will be invited to tape a portion of the meeting dealing with the renovation/expansion vote.

### **September**

- The fundraising program titled "Friends of the Center" will be implemented.
- The Civic Center's Management/Operations team will present to the Trustees at their meeting on September 16<sup>th</sup>, recommendations as to which plans or segments of plans they believe would best extend the useful life of the Center.
- CTV will be invited to attend for taping.

### **October**

- The Modernization / Marketing Program will begin.
- The Task Force will be asked to submit their plan recommendations to the Board of Trustees on October 21<sup>st</sup>.
- CTV will be invited to attend for taping.

### **November**

- A workshop meeting will be scheduled following the Board of Trustee's meeting on November 18<sup>th</sup> to discuss and review staff and Task Force recommendations regarding renovation/expansion.
- CTV will be invited to attend for taping.

### **December**

- At the Board meeting on December 16<sup>th</sup>, the Trustees will vote on which plan or plans they support. The Long Range Planning Committee will be asked to present a development time line and a strategic plan for funding at the January 21<sup>st</sup>, 2010 Board of Trustee's meeting.

## **Calendar Year 2010**

The Trustees will arrange for a series of meetings and presentations throughout the year to build community/organizational awareness regarding the development plans to extend the life of a facility that has become the entertainment center for Maine.

Target groups will include:

- The Cumberland County Commissioners
- Cumberland County Legislative Delegation
- Local Elected Officials
- Town and City Managers throughout Cumberland County
- Chamber's of Commerce (Regional and Local)
- Convention and Visitor's Bureau
- Council of Governments
- People's Regional Opportunity Program
- Youth Organizations (Boy's and Girl's Clubs, Youth Alternatives, YMCA, etc.)
- Senior Citizen's Groups
- Economic Development Organizations
- Talk shows and editorial boards
- Broad Audiences – Community Television Network production

