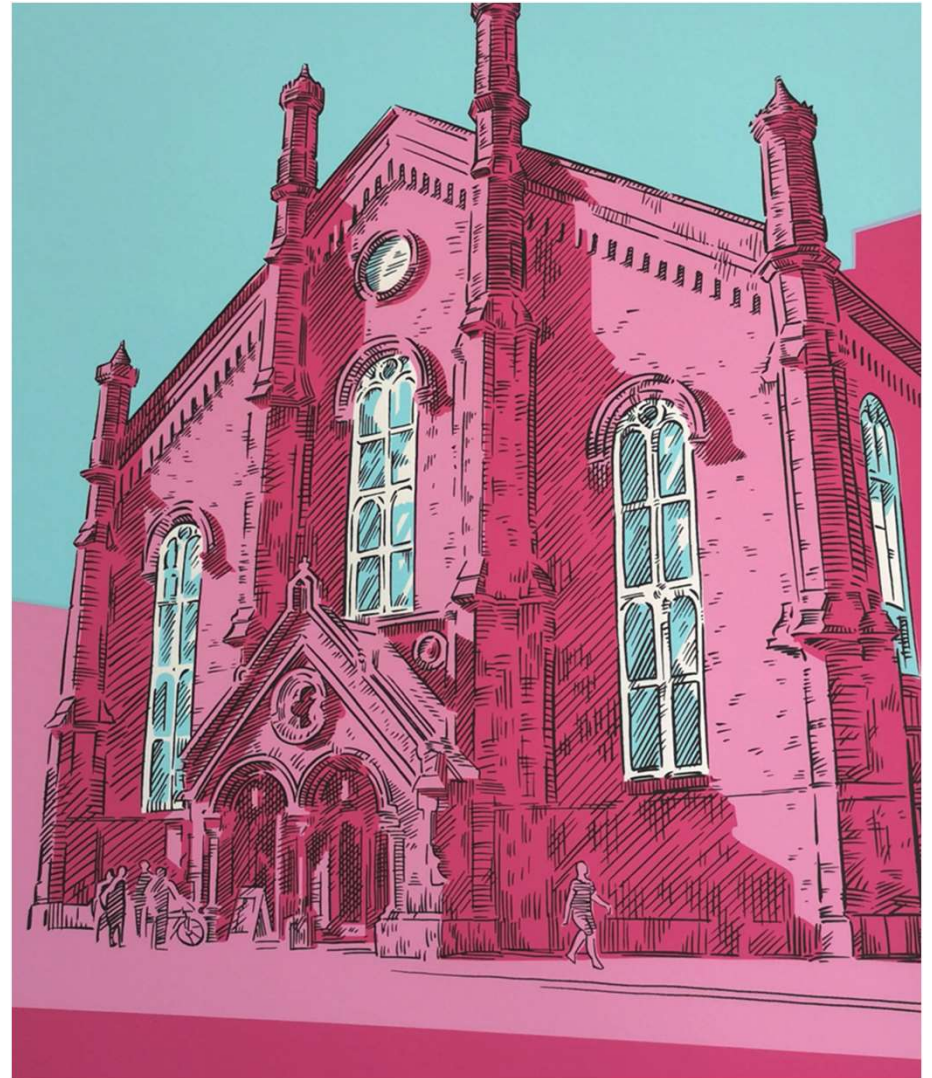


MUSIC HALL ALLIANCE & NEW VISION CHURCH

**An overview and update of
the Music Hall Project**
GIC January 17th, 2024





Who We Are

Glen Norton, Board
Member, Music Hall
Alliance (Operator &
Presenter)

Dan Peace & Helen
Bradley, Trustees, New
Vision Trustees (Landlord)

Left: Tom Wilson



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Why are we here

We envision the project as a solution to three problems:

- 1) Lack of a mid-sized music venue in Hamilton
- 2) Need to ensure financial viability of the New Vision building for preserving of the historic building and New Vision's mission downtown
- 3) Provide an affordable, accessible and safe space for marginalized and racialized voices to express their creativity

1) Lack of Mid Sized Venues (1000 seat venue)

- City of Hamilton Music Strategy (2014) & Economic Development Strategy identified the need for a mid sized venue in Hamilton (2016 to 2020)
- Music venues are very challenged now because of COVID, development pressures, price of real estate, economy etc (City commissioned Nordicity report: Re:Venues: A Case for Hamilton's Live Music Industry)
- Reimagining Music Venues, Toward new models of conservation and innovation for Ontario's live music spaces (University of Toronto/Wavelength Music (2023) underscored the importance of fostering and adaptable and resilient live music ecosystem in Ontario



2) Continuing New Vision's Mission downtown, preserving architecturally significant space downtown:

- The Music Hall was originally built as Centenary Methodist Church in 1868, a stunning example of Victorian-Romanesque architecture
- Highly valued Casavant pipe organ with over 5,000 pipes
- Wrap-around mezzanine and massive stained-glass windows with seating capacity of 994
- Future of the property in jeopardy due to lack of funds

3) Provide an affordable, accessible and safe space for marginalized and racialized voices to express their creativity

- Give more opportunities to marginalized groups, helping to diversify the arts, address important social issues, and bring new voices to the fore.
- Programming will prioritize voices from local talent and marginalized groups, including racialized, Indigenous, and 2SLGBTQIA+ artists.
- The building has a variety of spaces available for a variety of uses and audience sizes.

The Music Hall Alliance is:

- Not-for-profit music presenter and venue operator at The Music Hall in downtown Hamilton
- Will manage this historic space as a performance and music hall to serve the needs of the local and regional creative communities including marginalized and racialized groups (The Tenant)
- Will lease the building from New Vision (The Landlord)

Membership is free

- And available to all who are interested (performing artists, musicians, creatives, other presenters)
- Currently has a board of 7, an advisory group of 7 and a membership of 43 and growing

Roots of the project (chronology)

- Congregations shrinking/resources shrinking; merger of Centenary/St. Giles (2014), recognition that the New Vision building required structural and restorative work
- City of Hamilton identified the need for a mid sized venue within the downtown core (2014)
- Architect retained by New Vision (Invisij) to develop feasibility study (2017) (assistance through Economic Development Division)
- Some funds raised and advisory group struck (disbanded/reorganized 2022) and investment made by United Church of Canada
- Funds expended to bring building into fire code compliance (with some financial assistance from the City Programs), events starting to be held; New Vision renting directly to presenters
- Current advisory group established 2023 and Alliance incorporated as a not-for-profit entity



Progress to date on renovations

Over \$550,000 already invested:

- \$400,000 from United Church Canada and New Vision
- \$55,000 in Public Donations
- \$25,000 from Concerts and Events
- \$70,000 from Granting Agencies (including the City's Heritage Property Grant)

Full Scope of Project

- Full Capital Budget is over \$4 million
- Current Phase will bring building to where it is safe, welcoming, by-law compliant for 994 person occupancy (in main hall)
- Budget for Current Phase is \$1.3 million
- Future Phases include new accessible and gender neutral washrooms, elevator replacement, new HVAC, exterior restoration, improvements to upgrade user comfort and experiences

Breakdown of Current Scope of Project

Capital Budget of \$1.3 million for initial phase of capital works:

- \$850,000 for structural reinforcement of the former sanctuary (main hall) floor, environmental abatement, demolition and repair of lower floor walls and ceiling
- \$150,000 to raise the balcony railing for safety (heritage features maintained)
- \$180,000 for audio visual, lighting and stage equipment
- \$120,000 for renovations to the smaller presentation spaces, multi-functional and training spaces, meeting rooms and communal areas

Funding Sources for Current \$1.3 Million Phase:

- \$290,000 loan from the United Church of Canada
- \$128,000 existing approved City of Hamilton Heritage Grant
- \$900,000 being sought from City
- Any shortfall would be addressed via community donations, possible sponsorships
- Other granting agencies will be approached once Municipal funds committed (i.e. Province, Federal Gov't etc.)

Moving Forward

- Currently New Vision Trustees operating space
- Move to a long-term lease with the Music Hall Alliance and New Vision with and a Board representative of the space users
- Business Plan developed and working on an Operational Plan outlining how we will operate the space, create a long-term operational model, hire staff and continue seeking funds for future phases of development of the space
- Training ground for youth/ new to creative space with priority given to marginalized youth and groups
- EDI framework and policies created with assistance of Evelyn Myrie, Empower Strategy Group

Opportunities to Collaborate with the City of Hamilton

With Tourism & Culture to find ways to support the Music Strategy and Live Music Venues

With Economic Development to aid in the Downtown Revitalization and entertainment precinct development

With Healthy and Safe Communities Department to provide space and programming for/with this division's initiatives

As a venue for future PED Talks, other department/division staff enrichment programming

Music Hall Alliance Board

Stephen Sloan, Chair

Glen Norton, Vice Chair

Jacqueline Norton, Secretary

Ken Dick

Kerry Doole

Sean Jones

Evelyn Myrie

Helen Bradley (New Vision Representative)

Dan Peace (New Vision Representative)

Music Hall Alliance Advisory Board

Astrid Hepner
Harrison Kennedy
Mike Bruce
Annette Paiement
Jeffrey Martin
Tim Potocic
Rob Zeidler

Music Hall Alliance Membership

Harrison Kennedy
Daniel Lanois
Andrew Lauzon
Matthew Macfadzean
Jeffrey Martin
Melissa Mcclelland
James Bryan Mccollum
Tania Miller
Marco Mondano
Evelyn Myrie
Glen Norton
Jacqueline Norton
Annette Paiement
David Premi
Bob Roper

Steve Sloan
Logan Staats
Steve Strongman
Jamie Tennant
Liam Tyndall
(LTtheMonk)
Tom Wilson
Rob Zeidler
Lou Molinaro
Tom Dertinger
Matt Moore
Colin Lapsley
Dean Fulton
Lindy Vopnjford
Sean Jones

Helen Bradley
Mike Bruce
Debbie Bruce
Tyler Bruce
Emma Cubitt
Ken Dick
Kevin Dick
JR Digs
Kerry Doole
Brad Germain
Astrid Hepner
Darcy Hepner
Dan Peace
Tim Potocic

SUPPORT FROM OUR MEMBERS

Steve Strongman:

I know the importance of supporting Live Music venues, and if my voice and name can help in any way, I'm all in.

I think it's a fantastic project and I'm happy to play a role in it, whatever that needs to be.

JR Digs:

It's exciting to hear that things are still moving forward in a positive and exciting way at the Music Hall. Having my annual Hamilton holiday fundraiser at the Music Hall every December 23rd for so many years now has given me a tremendous connection to this place and I will enjoy very much to be a part of helping in any way I can to continue building this venue into what I know it could become in Hamilton.

Logan Staats:

I am totally on board to join the Music Hall Alliance. I love this venue and in my opinion, it's totally underused right now. I'm happy to hear it's getting renovated.