



What We Heard Report

LCSC Building Relocation Engagement

June 12, 2020

Communications

Background

In late 2019 City Council accepted the Community Facilities Assessment Report which outlined 17 city-owned facilities based on condition, cost to rehabilitate/maintain, age and much more. Through this report, it was understood that the serviceable lifespan for the current Cultural and Science Centre has concluded. City Council is now faced with the decision, what does the future of art, heritage and culture look like in Lloydminster.

With this information, the City began working towards the relocation of the facility. However, due to the COVID-19 pandemic and economic uncertainty, the unforeseen financial challenges have altered these plans.

During the City Council meeting on Monday, May 25, Administration presented Council with two options that would allow the City to continue providing art, cultural and heritage services on a reduced basis over the next 10 years while plans and funds for a replacement facility are secured. Those options are presented for your consideration in the survey below.

Option A

Move the LCSC to a temporarily leased commercial space to accommodate cultural, art and educational programming, travelling exhibits, artifact displays, etc.

In Option A:

- Display spaces for both travelling exhibitions and local heritage displays (Barr Colonists, agriculture, local industry, etc.)
- Smaller sized gift shop
- Seasonal access to outdoor heritage building
- The current LCSC building will be decommissioned.
- Alternative space will be leased on a 10-year term with no assets.
- A portion of the LCSC's current collection will be deaccessioned (Fuchs Wildlife Exhibit, Imhoff Gallery, OTS Heavy Oil Exhibit).
- The City will continue providing community art and culture programming.
- The Lloydminster and District Archives, currently housed within the LCSC building, will be relocated along with the other LCSC services.
- The City will develop a long-term strategy to design and fund a replacement building.
- Visitor service levels will increase.

NOTE: The capital investment required for Option A is estimated at \$1.3 million. The operating budget will remain near the current level of \$900,000 per year

Option B

Move the LCSC to an available City-owned spaces, rather than leasing commercial space.

In Option B:

- Display space for art and artifacts will be extremely limited.
- No space will be allocated for travelling exhibits or local artifact displays. Local heritage artifacts will not be circulated for 10 years.
- No space for gift shop.
- The current LCSC building will be decommissioned.
- City-owned alternative space will be renovated for use over the next 10 years.
- A portion of the LCSC's current collection will be deaccessioned (Fuchs Wildlife Exhibit, Imhoff Gallery, OTS Heavy Oil Exhibit).
- The City will continue providing community art and culture programming in a limited capacity.
- The Lloydminster and District Archives, currently housed within the LCSC building, will be relocated along with the other LCSC services.
- The City will develop a long-term strategy to design and fund a replacement building.
- Visitor service levels will decrease.

NOTE: The capital investment required for Option B is estimated at \$450,000. The operating budget will be reduced by approximately \$540,000 per year.

The potential locations for Option B include:

- Servus Sports Centre, which would include:
 - Lloydminster Archives
 - Programming
 - Cultural Staff Offices
 - Capital investment of \$450,000
- PSM Parks Centre, which would include:
 - Lloydminster Archives or Programming
 - Cultural Staff Offices
 - Capital investment of \$500,000

Public Engagement

Administration was requested to carry out public engagement for the LCSC building relocation following the May 25 Council Meeting. On May 27 a project website and online survey were published. Through this consultation, 414 survey submissions were submitted. This campaign concluded on June 7, 2020.

This engagement was advertised through the following channels:

- Website
 - Yourvoicelloyd.ca/LCSC
 - Lloydminster.ca
- Radio
 - Real Country
 - The Goat
- Digital Billboard
- Newspaper
 - Meridian Source
 - Morning News
 - The Bean
- Newsletter
 - City of Lloydminster Public Engagement Newsletter
- Media Release
 - The Goat
 - Meridian Source
 - Real Country
 - Kurt Price Live
 - Prime Time Local News
 - Boom 101
 - Weekly Bean
- Social Media
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram

Project Webpage

Throughout the course of the online survey, 1,500 individuals visited the project webpage at least one time. Of these, 901 became informed by clicking on links or completing the survey, and 417 became engaged in that they contributed to the survey or form. One restraint on these analytics is that the Keystone XL Pipeline Vendor List form is also published within the project webpage.

From the project webpage, we can conclude that 27.1% (149) of engaged visitors were due to direct linking, 18.6% (203) visitors were due to social media, 21.4% (6) were due to email marketing through the Public Engagement Newsletter, 39.4% (13) was from search engine functions and 34.9% (15) were from referrals. Please see the appendix for more information on the analytics on the different levels of engagement.

Engagement Findings

Through the 414 submissions on the online survey, the data in the appendix was submitted.

The survey also featured several long-answer/essay type questions. Within these, residents were encouraged to share their thoughts with more details. The following questions and themes were observed:

1. **Thinking about plans for a new heritage, art and cultural facility in the future, are there specific services, exhibits, programs or events you'd like to see enhanced to be included? Please explain:**
 - Preservation of artifacts
 - Few comments suggested that the artifacts should not be deaccessioned to surrounding organizations. They felt that this is the importance of local history should remain within our community.
 - Many comments suggested that these artifacts should be brought back to the public eye for viewing.
 - Desire for a new building quickly
 - Thoughts that out of the current recreation facilities the Lloydminster Cultural and Science Centre must take top priority to ensure that local history is told.
 - Many comments surrounded the theme of the low economy will drive most cost-effective building costs. In the event that development is pro-longed, inflation will raise costs. With a new facility, there is option to design with grants and funding opportunities in mind.
 - Desire to renovate current facility
 - Few comments asked for consideration to be put into each specific structure at the facility. It states that the main facility is in suitable state and should be used, whereas each unsuitable surrounding building can be demolished.
 - Need for fiscal prudence
 - There was some concern for the known repairs needed to the facility, and the lack of consideration prior to this decision.
 - Few comments suggested that the money that will be put into the temporary solution, and the cost savings for Option B should allow for additional savings and budget allocating to the new facility. In the meantime, additional funds can be sought by fundraising activities.
 - Concern that the facility costs more than it generates in revenue and is not supported by some of the taxation base.
 - Desire to cease art/cultural/heritage services
 - Many were concerned that there is more appropriate uses for our municipal dollars such as the Civic Centre, transportation systems and Wastewater Treatment Plant.
 - Few comments suggested that the facility be closed until a replacement facility can be designed and funded properly.
 - Few comments suggested the decentralization of services. That perhaps the services would be better suited to be broken into surrounding facilities/departments.
 - Capacity to host community events
 - Some comments found a need to carry on with all of the current services, including holiday events such as Heritage Day and Easter Egg Dip Dying events.
 - Capacity to host special exhibits
 - There was one comment that suggested the Imhoff be taken out of the public eye but remained in the City's procession until a time when it can be shown to the public once again or on a revolving basis. In the meantime there is an opportunity to find modern displays to attract patrons.

- There are many comments that suggest the traveling exhibits are a major component of the current LCSC offerings and should be continued.
- Desire to collaborate with other services
 - There is multiple mention of a blank rental facility that can be transformed into multiple uses.
 - Potential to showcase artifacts and educational components with the school divisions, recreation facilities and other public facilities within the community.

2. Do you have any comments regarding Option A?

- Capacity to host exhibits
 - Few comments questioned the proposed services. Through the survey a need for traveling exhibits is evident, and could arguably be one of the biggest themes, but other questioned the need to keep the archives and museum together.
 - It was largely noted that this was the most feasible option in many's eyes due to the capacity to carry on with the majority of current services. Visit the quantitative data for further conclusions.
 - Many comments suggested that the decommissioning of Fuchs and Imhoff would allow for a more modern approach to the services. Whereas few explained this would mean losing local treasures.
- Capacity to host events
 - Few comments surrounded the events of the facility, when they did mention, it was in respect to Heritage Day and the need to showcase our history through this type of event.
- Collaborate with other services
 - Similar to other questions, there were suggestions of placing the LCSC downtown to help enhance traffic. Other suggestions included schools, library and recreation centres (arenas, SSC).
 - Many comments did agree with the decommissioning of the building.
- Desire for a new building quickly
 - A strong theme of 10 years being too lengthy persisted. Many thought that the emphasis and priority of art/culture/heritage should be placed equally to those of other recreational services including the arena and pool.
 - Many comments questioned the length of the redevelopment. Given the situation, they are looking for immediate plans to be created, and action to be more expedient. Respondents wanted evidence that this was not a plan to push off the future development and lengthen the temporary status of the relocation.
 - Many comments inquired about what the future plan for the site, would it be the location for the future facility, or a green space etc. One suggestion included a temporary green space with art installations until the future facility can be developed in its place. There were many concerns about the status of the surrounding buildings. Respondents wanted to see those seasonally accessible to residents.
- Desire to renovate/maintain current buildings
 - With the few comments that were shared on the renovation of the building, stated that the public - facing appearance seemed to be suitable, and that they did not believe it was in dire repair.
- Importance of local art/history
 - This theme persisted through numerous comments. Respondents demonstrated their support for the gift shop as an outlet for local artists and as a community hub for those interested in the services. Many mixed comments regarding the gift shop. There was a strong theme of supporting local artists, however there was concern that a gift shop will take up valuable space and is not essential.
 - This option (A) was also mentioned by many to be the only 'suitable option'. They felt that the current programming and classes helped unite the community and that there is a duty to preserve and display the local history.
- Need for enhanced programming
 - Majority of comments felt that programming and traveling exhibits should go hand-in-hand, that there was a potential cost recovery through these methods and that they should be implemented in the new plans.
 - There was mention of the Pottery Guild to continue services and that the relationship between the two has been mutually beneficial in the past.

- **Need for Fiscal Prudence**
 - Some felt that the facility didn't offer enough valuable services to justify the estimated costs; and that the money could be better spent on other municipal services. Alternatively, few noted that they are not in favour of a taxation increase to support these services, where as one did mention they are in favour of increased services for an additional cost.
 - Similar to other questions, the theme of community fundraising options was discussed. However, no specific methods were suggested.
- **Preservation and Display of Artifacts**
 - Comments that supported artifacts revolved around the theme of having these pieces accessible to the community for public viewing, and to the school systems for educational purposes.

3. Do you have any comments regarding Option B?

- **Collaborate with other services/facilities**
 - Many comments were concerned about the lack of gift shop and support for local artists. However, one comment did suggest a standalone gift shop be placed downtown, whereas a separate comment suggested that a small gift-shop specific to Lloydminster could be managed by the SSC administrative staff.
 - One comment noted the potential for a pre-fabricated building extension that focuses on the needs of the LCSC offerings.
 - One comment raised the concern of accessibility for parking in an already busy facility. Some say that the facility (SSC) would become too busy and the services will be overlooked. Others believed that the foot traffic would increase if placed with SSC. There was support for more of a tourism-friendly one-stop-shop.
 - Concern that the lack of services for 10 years would mean that students will not get the awareness/education they require.
 - Suggestions to break services apart into suitable City facilities.
- **Preservation and display of artifacts**
 - The major concern within the comments regarding the artifacts it's the lack of display. It was noted several times that the LCSC staff has been working diligently to get these artifacts ready for public, and that people valued these artifacts as part of an educational opportunity.
- **Capacity to host special exhibits**
 - Again, comments suggested that individuals were okay with the decommission of Fuchs, Imhoff and OTS. However they valued the opportunity to view traveling exhibits throughout the year.
- **Concern for lack of service reduction**
 - Many comments suggested that this option gives the impression that the City is wanting to shut down the facility/services. States that this option will lead to a significant decrease until it is seen as 'not needed' by future officials.
 - Many not in favour of the decreased services and stressed the importance of what will happen in 10 years when services have been decreased so much. There is concern that the facility will then be closed. Concern that this limited option will decrease the momentum and current local/tourist attention to the facility.
 - Many were in favour due to the financial savings
- **Need for fiscal prudence**
 - Numerous people were in favour of the city being budget-cautious. For complete data, view the quantitative data.
 - Many comments inquired if the decreased amount of funding/services would allow for a quicker turnaround time for the new facility.
 - There is some concern of the loss of guaranteed revenue from the lost tenant if moving into SSC.

4. Please outline your idea and suggestions in the comment box below:

- **Capacity to host events**
 - Comments were submitted about the need to carry on with community events for children.
- **Capacity to host exhibits**

- Many comments suggested that the traveling exhibits were a main draw to the LCSC services.
 - Comments were quite split in that many agreed with the decision to decommission the Fuch's and Imhoff collections, where as many see Imhoff as a very significant collection to the area.
- Collaborate with other services
 - Once again, there were multiple suggestions to group the library with the LCSC programming and services.
- Desire for a new building quickly
 - Comments regarding this category outlined the need for a building or building plan now. These comments touched on the City's overuse of building assessments and lack of follow through. There was also a large number of respondents that were concerned with the level of upkeep and renovations to the facility.
 - Few comments outlined the differences between recreational (sports) spending, and art/culture spending from the City of Lloydminster.
 - Many comments were submitted on the timeline of the proposed redevelopment, several individuals thought that 10 years was too long of a waiting period.
 - There was a level of comfort with knowing that the City would begin the process on developing/blue printing a potential facility and knowing that the facility was an active plan.
- Desire to renovate/maintain current buildings
 - The comments submitted for the renovation of the buildings mainly outlined the concerns with the current suitable infrastructure. There was a desire to maintain the buildings that our community seniors established.
- Importance of local art/history
 - The comments submitted largely showcased the need to support our community's talents. Without the facility, it is suggested that Lloydminster will lose the diverse talent pool which is currently active within the facility.
 - It is also noted that 10 years without a proper showcase of the community's history and artifacts would significantly decrease the community's knowledge.
- Need for enhanced programming
 - There was mention that the relocation and redevelopment of a facility would offer a new beginning for the centre and could focus more on what Lloydminster has to offer, and what history we have locally.
 - There was mentioning that there is a need for youth programming and kid-friendly spaces.
- Need for fiscal prudence
 - The majority of comments understood the current economic state, and the difficulty in the magnitude of this decision. However, after understanding the situation, many found it to be necessary to continue with the redevelopment of a permanent facility, whereas others found it necessary to focus on other areas of the community such as the Wastewater Treatment Plant and the transportation systems.
 - Few comments in particular referenced that this would be a misuse of tax dollars and would lead to an 'unnecessary' taxation raise.
- Preservation and display of artifacts
 - The majority of comments did not approve of the lack of artifact display. Having already been put into storage, they did not favour having them hidden for another 10 years.
- Additional comments surrounded the themes of:
 - Public funding models such as fundraising and group funding.
 - There was some note that the museum is a need for the tourism industry within Lloydminster.

Next Steps

Thank you to everyone who participated in the campaign. The What We Heard Report is intended to share the information learnt through the public engagement process.

If you have any questions regarding the information above, please contact Jessica Latchuk, Community Engagement Coordinator, jlatchuk@lloydminster.ca.

LCSC Relocation Survey

Appendix

SURVEY RESPONSE REPORT

27 May 2020 - 08 June 2020

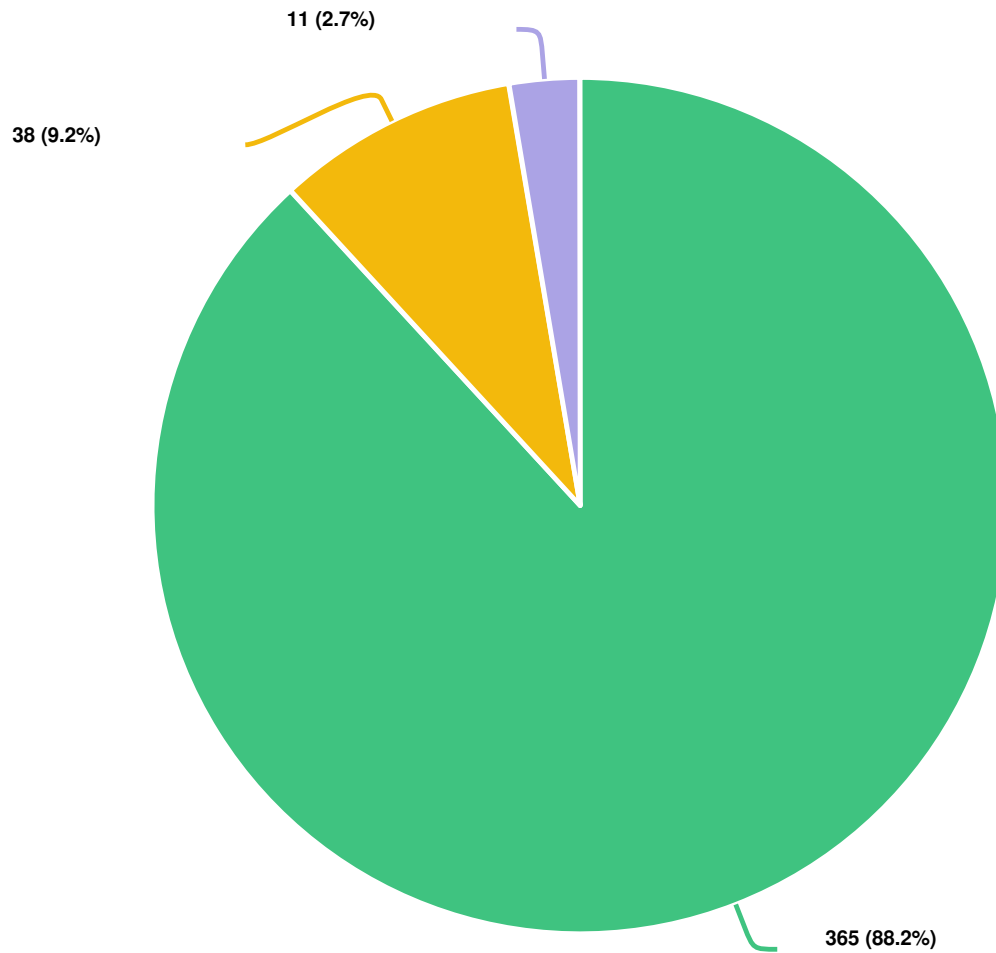
PROJECT NAME:

Lloydminster Cultural & Science Centre (LCSC)



SURVEY QUESTIONS

Q1 Are you a resident of Lloydminster?



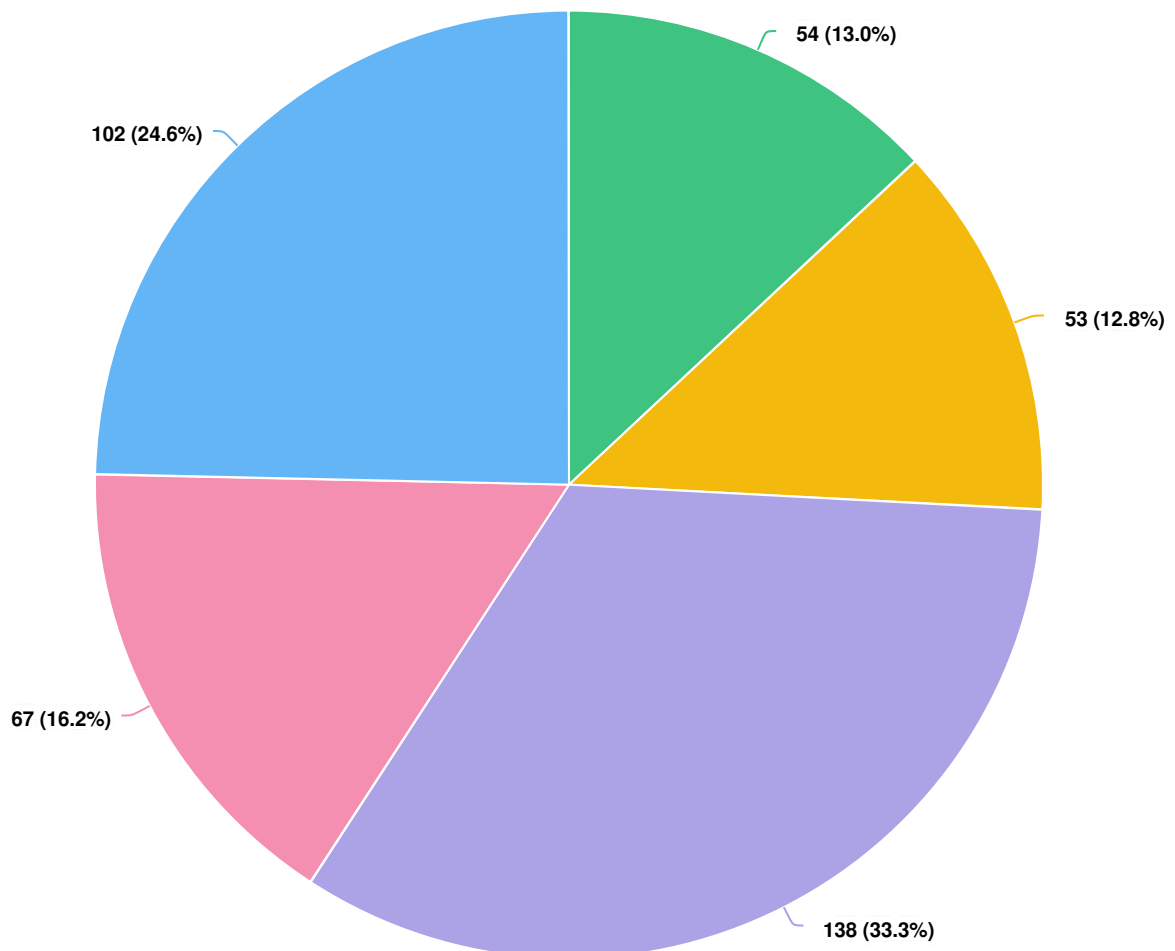
Question options



Mandatory Question (414 response(s))

Question type: Radio Button Question

Q2 | How many times have the members within your household visited the Lloydminster Cultural and Science Centre (LCSC) in the past 2 years?



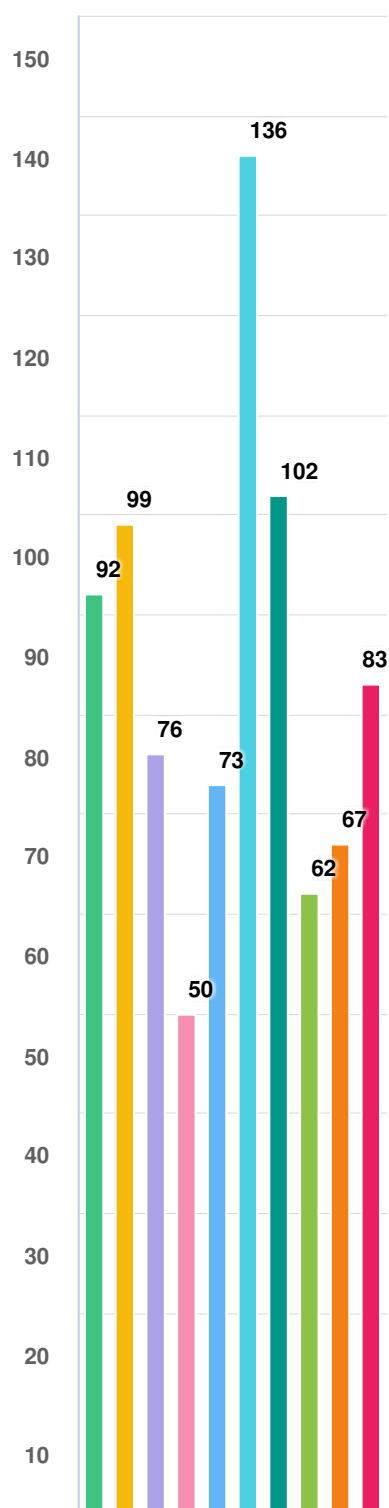
Question options

● 0 times ● 1 time ● 2 to 4 times ● 5 to 7 times ● 8 times or more

Mandatory Question (414 response(s))

Question type: Radio Button Question

Q3 What age group(s) live within your household? Please select all that apply.



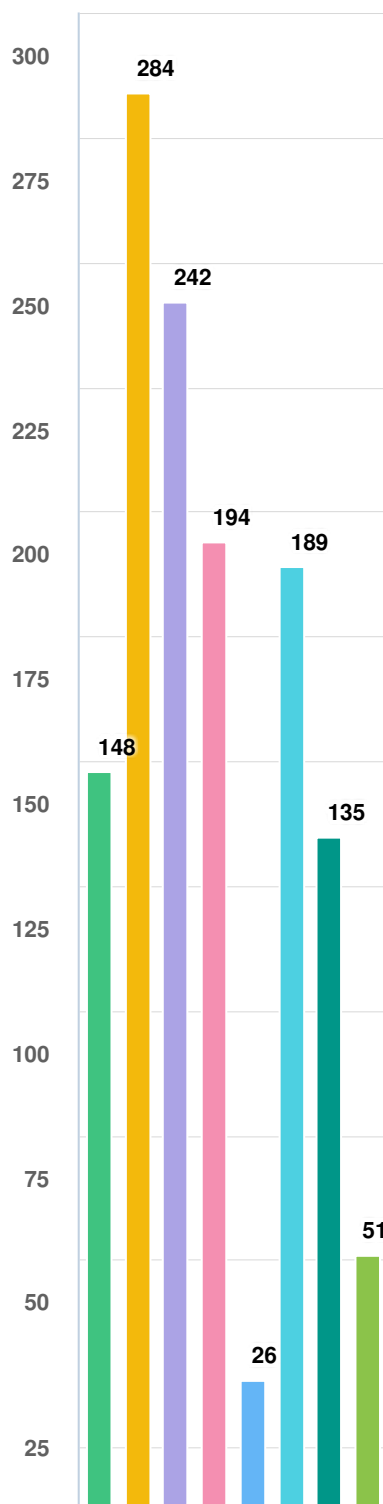
Question options

☒ 6 and under
 ☒ 7 to 12
 ☒ 13 to 19
 ☒ 20 to 26
 ☒ 27 to 33
 ☒ 34 to 40
 ☒ 41 to 47
 ☒ 48 to 54
 ☒ 55 to 61
 ☒ 62 and older

Optional question (413 response(s), 1 skipped)

Question type: Checkbox Question

Q4 What reason(s) have the members of your household visited the LCSC? Please select all that apply.



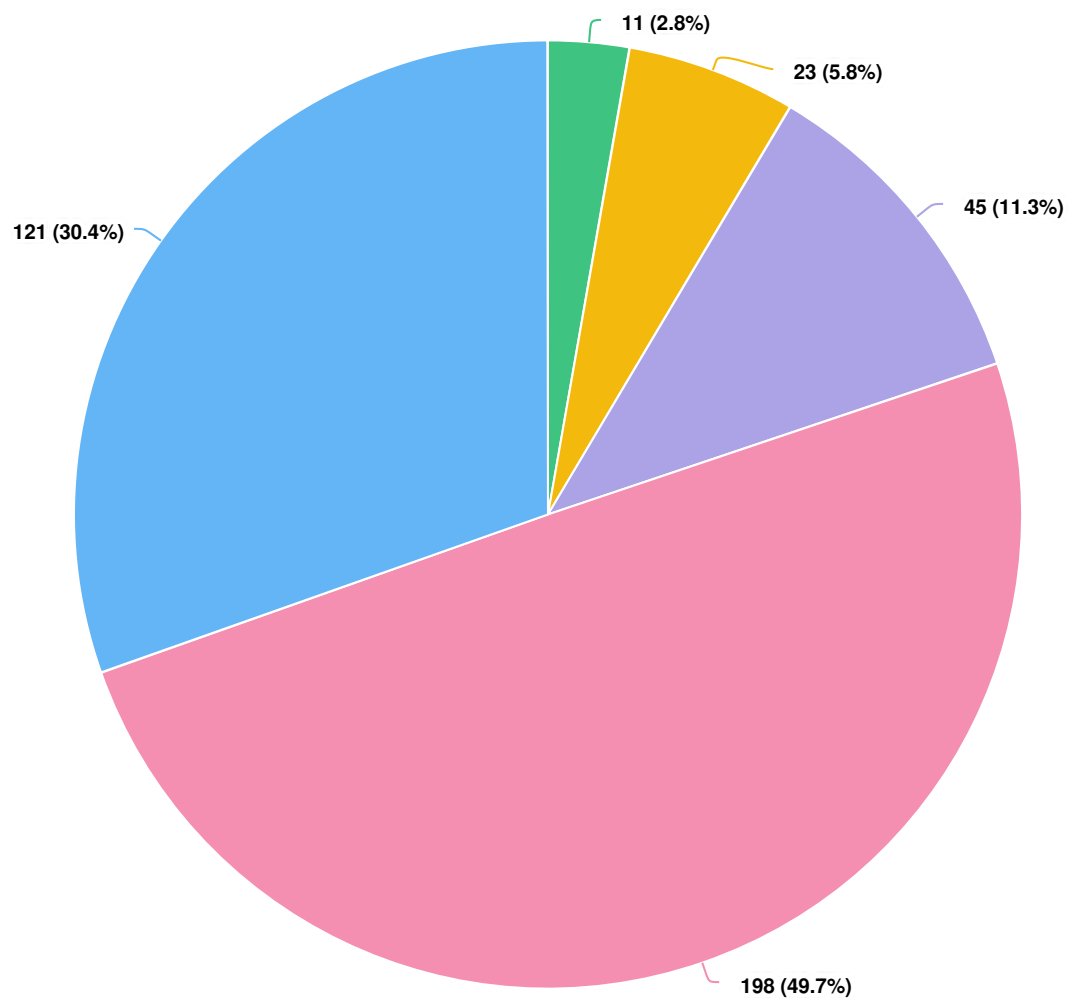
Question options

- Educational programs
 ● Exhibits
 ● Events
 ● Cultural/art programs
 ● Guided tours
- Shopping in the gift shop
 ● Touring historic buildings
 ● Other (please specify)

Optional question (392 response(s), 22 skipped)

Question type: Checkbox Question

Q5 Please rate your most recent experience at the LCSC facility.



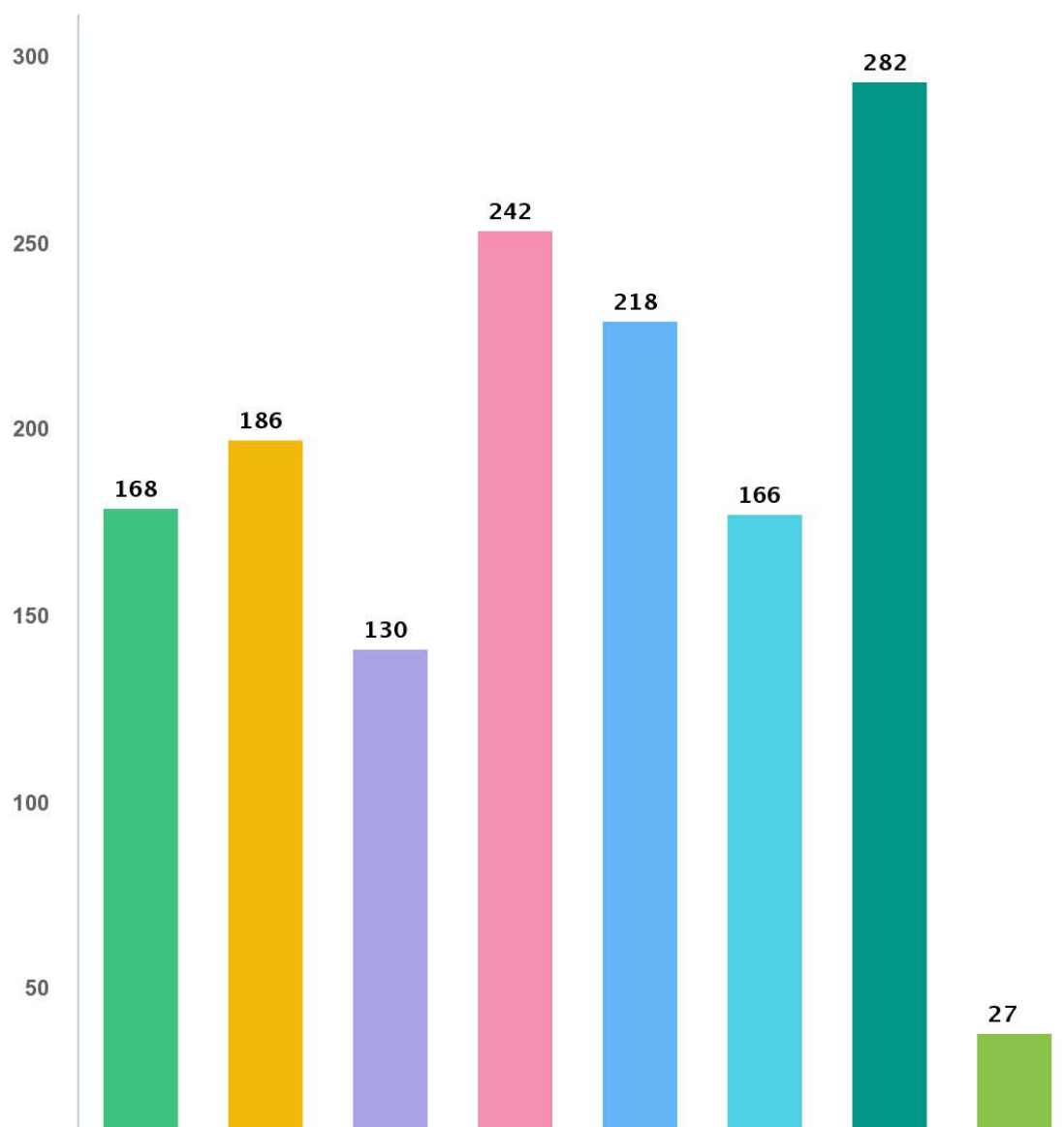
Question options

Poor Fair Neutral Good Excellent

Optional question (398 response(s), 16 skipped)

Question type: Emoji Question

Q6 Which of the following of LCSC's regular offerings are most important to you? Please select your top 4.

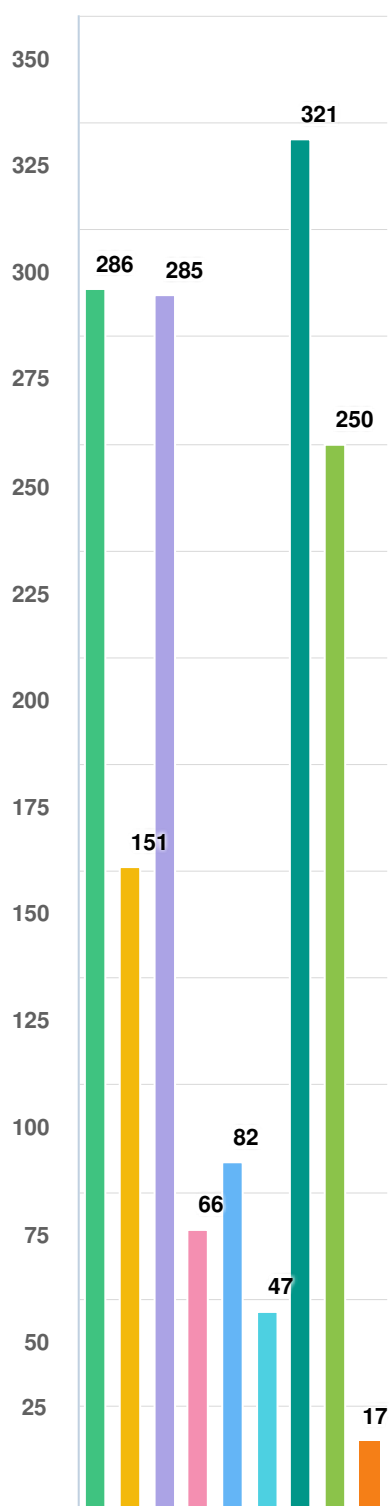


Question options

(Click items to hide)

- Youth programming (ie: Youth Pottery, Teddy Bear Picnic, Drawing Camp, etc.)
- Adult programming (ie: Pottery, Photography, Painting, Stained Glass, etc.)
- Educational programming (ie: Pottery, Nature's Wonders, Dinosaur Discovery, etc.)
- Travelling/loaned exhibits (ie: World War Women, A Queen and Her Country, Anne Frank, etc.)
- Local heritage exhibits (ie: local artifact displays, interpret tours, etc.)
- Art exhibits (ie: Youth Art Show, Discovery Art Show, Lloyd Collects, etc.)
- Community Events (ie: Culture Days, Heritage Day, Winter Spectacular, etc.)
- Other (please specify)

Q7 Which of the following topics are of greatest interest to you? Please select your top 4.



Question options

- Canadian history
 ● Science
 ● Art
 ● Sports
 ● Agriculture
 ● Industry
 ● Local heritage
 ● Culture
- Other (please specify)

Optional question (409 response(s), 5 skipped)

Question type: Checkbox Question

Q8 Thinking about plans for a new heritage, art and cultural facility in the future, are there specific services, exhibits, programs or events you'd like to see enhanced or included? Please explain:

Please see commend summary in report above.

Optional question (263 response(s), 151 skipped)

Question type: Essay Question

Q9 | **Do you have any comments regarding Option A?**

Please see commend summary in report above.

Optional question (235 response(s), 179 skipped)

Question type: Essay Question

Q10 Do you have any comments regarding Option B?

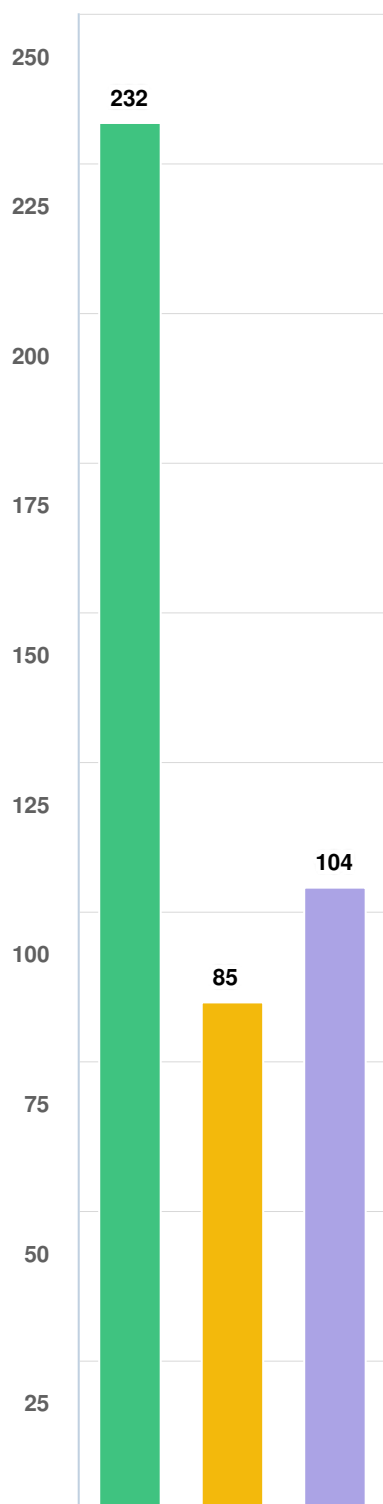
Please see commend summary in report above.

Optional question (220 response(s), 194 skipped)

Question type: Essay Question

|

Q11 Understanding the options above, which of the following do you most prefer?



Question options

● Option A ● Option B ● Neither Option A or B

Mandatory Question (414 response(s))

Question type: Checkbox Question

Q12 Please outline your ideas or suggestions in the comment box below:

Please see commend summary in report above.

Optional question (86 response(s), 328 skipped)

Question type: Essay Question

Q13 Do you have any additional comments or questions?

Please see commend summary in report above.

Optional question (157 response(s), 257 skipped)

Question type: Essay Question

Summary Report

27 May 2020 - 10 June 2020

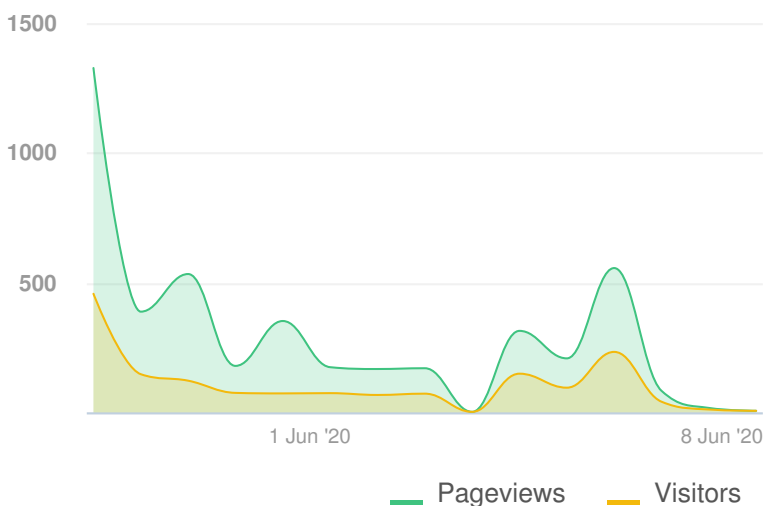
Your Voice Lloyd

Lloydminster Cultural & Science Centre (LCSC)

FULL LIST AT THE END OF THE REPORT



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
1.7 k	457	
NEW REGISTRATIONS		
90		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
417	901	1.5 k

PARTICIPANT SUMMARY

ENGAGED	417 ENGAGED PARTICIPANTS				(%)	
INFORMED	Contributed on Forums	0	0	0	Lloydminster Cultural & Scie... 417 (27.3%)	
	Participated in Surveys	116	297	0		
	Contributed to Newsfeeds	0	0	0		
	Participated in Quick Polls	0	0	0		
AWARE	Posted on Guestbooks	0	0	0		Lloydminster Cultural & Scie... 417 (27.3%)
	Contributed to Stories	0	0	0		
	Asked Questions	2	4	0		
	Placed Pins on Places	0	0	0		
	Contributed to Ideas	0	0	0		
* A single engaged participant can perform multiple actions				* Calculated as a percentage of total visits to the Project		

ENGAGED	901 INFORMED PARTICIPANTS				(%)	
INFORMED	Viewed a video	0			Lloydminster Cultural & Scie... 900 (58.9%)	
	Viewed a photo	0				
	Downloaded a document	88				
	Visited the Key Dates page	0				
AWARE	Visited an FAQ list Page	0				Lloydminster Cultural & Scie... 900 (58.9%)
	Visited Instagram Page	0				
	Visited Multiple Project Pages	475				
	Contributed to a tool (engaged)	417				
	* A single informed participant can perform multiple actions					

ENGAGED	1,529 AWARE PARTICIPANTS				
INFORMED	Visited at least one Page	1,529			Lloydminster Cultural & Scie... 1,529
AWARE					Lloydminster Cultural & Scie... 1,529
* Aware user could have also performed an Informed or Engaged Action				* Total list of unique visitors to the project	