

## **COUNCIL AGENDA REPORT**

**TO:** City Council

**FROM:** Interim City Manager Alex Posada

**SUBJECT:** **Performing Arts and Convention Center Feasibility Study - Findings Presentation**

City Council will receive a presentation from the Santa Maria Valley Chamber of Commerce to provide its findings of the feasibility study for a potential Santa Maria Performing Arts and Convention Center.

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### **BACKGROUND:**

In 2021, a committee of community members began to explore the development of a Performing Arts and Convention Center (PACC). This effort was organized for the following reasons:

- Multiple business surveys have highlighted the need for more diverse cultural opportunities to attract and retain employees
- Lack of suitable venues for conferences and performances in the City and the Central Coast, resulting in lost economic opportunities
- The Santa Maria Philharmonic only has one suitable performance venue, which is undersized and limits attendance
- A need to increase the competitiveness of Santa Maria within the region

Also aligned with this effort was the 2022 City Council goal to provide more recreation opportunities for families.

The committee determined that the next step in exploring the opportunities provided by having a PACC in Santa Maria required a feasibility study to help the City and community leaders make the best decision on how and when to move forward on a potential project.

On February 21, 2023, the City Council approved a Resolution to authorize an agreement with the Santa Maria Valley Chamber of Commerce (SMVCC) to identify and contract with a consultant to perform that feasibility study. Tonight's presentation by Glenn Morris, President and CEO of the SMVCC, will be to present its findings.