Clubs Resource Centre Renovation and Enhancement Project

AMS Council Consultation for CPF Proposal - May 29th, 2019

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Project Background

The Clubs Resource Centre Renovation and Enhancement Project (CRCREP) is all about the revitalization of one of the most underutilized and worn out areas of the AMS Nest.

This project aims to create a space that not only provides incredible resources and services for our 400+ clubs and constituencies, but also a casual workspace that is open for all AMS members to enjoy.
History
Previously known as the Student Life and Sustainability Centre (SLSC).

Previously was partly home to AMS Sustainability staff who have now moved to the AMS Main Offices.

Currently provides AMS Clubs and Constituencies with:

- Equipment Rentals
- Discounted Merchandise and Apparel Orders
- Printing Services
- Showpass Ticket Printing
HISTORICAL TIMELINE

2015
SLSC opens in AMS Nest

2016
SLSC undergoes minor storefront renovation

2017
SLSC transitions to a greater emphasis on club resources

2018
SLSC is rebranded to the Clubs Resource Centre

2019
CRCREP project is introduced
Original Concept for AMS Sustainability Centre
Initial SLSC Space in October 2016
SLSC Post-Storefront Renovation in January 2017
Current CRC Floor Plan
Identified Issues
General feedback from AMS Clubs demonstrates lack of usefulness of the CRC in its current state.

Frequent complaint that most desired equipment is always rented out.

Space doesn’t provide any useful amenities for organizations.
Lack of Presence

Most students are unaware of the Centre and the services it provides.

Includes general members, club executives, and even AMS staff.

Space is almost always closed, and a lack of amenities provides limited incentivization for interest.

CRC remains an eyesore in one of the busiest places in the Nest.
Appearance
Lack of Utilization

Maximum usage rates last year averaged on only 3 interactions per week.

Only caters to clubs who are aware of services and how to access them.

Limited usability and value to the average unaffiliated student.
Lack of Casual Bookable Spaces

All rooms are mostly meeting room type rooms booked through AMS Bookings.

Lack of enclosed, bookable lounge space.

Only comparable is RBC’s lounge in their branch - not in the AMS ecosystem.

Lack of casual lounge space for students not in a public open space.

Lack of event-equipped conference rooms.
Limited CRC Hours

Last year most opening hours were in the middle of the day during school days.

Not usually when events take place.

One notable opening time was from 1-2pm on Thursdays.

Space was only utilized in the 15 opening hours per week.

That’s only 14% of when the Nest is usually open.
Overall Lack of Easily Modifiable Spaces

Many spaces in the Nest are designed with a purpose - difficult to change if main usage is reassigned.

Lack of spaces that can serve multiple purposes but maintain the same atmosphere.

Lack of casual spaces that can be modified with minimal effort for a variety of events.
Vision 2019/2020
Goals for the Clubs Resource Centre in 2019/20

- Increase hours of operation.
- Increase traffic, awareness and usage of the Centre for Clubs, Constituencies, and all AMS members.
- New and exciting bookable spaces for Clubs and Constituencies.
- Create after-hours access for last-minute equipment rentals.
- Increase community partnerships to offer discounts to clubs on more services.
- Continued equipment acquisition and expansion based on feedback.
- Encourage club growth and expansion through services and programmable space.
- Foster strong relations with not only AMS Clubs but also Constituencies and AMS Services.
Service Expansion

Dad’s Printing
Promote services, develop in-house station to order product directly from CRC and supply sample products for viewing.

In-House Printing
Ensure printing is available year-round, ink is always stocked, clubs choose us opposed to other vendors.

Ticket Printing
Marketing this service more for event tickets.

After-Hours Equipment Rentals
Enable clubs to acquire last minute equipment quickly and easily, whenever the Nest is open.
Expanding Equipment Inventory
Will decide this equipment based on club feedback through development of a survey. Purchase more equipment that has proved to be high-in-demand in the past.

Bookable Conference Room and Lounge Area
Give clubs who need space somewhere to host meetings and small events in a fresh new space.

Compostable Foodware Purchasing
Allow clubs to purchase truly compostable foodware at cheapest rate from CRC in order to reduce the footprint of club events on environment
Service Expansion

General Lounge Access to all Students
Providing students with an exciting new space to work and study in the Nest.

Strengthening Volunteer Program
Improving Volunteer recruitment by providing volunteers with an exciting new space to work in and more interactions with students than ever before
## What Do We Need to Achieve Said Goals?

### Rebranding: In Progress, Summer 2019

- Continue rebranding the space, building on work started in 2018.
- Refreshed page on the AMS website
- “Start from Scratch” approach - promote as a **novel and useful** service.
- September incentives to raise awareness

### Renovation: Pending Approval, Summer 2019

- Development of bookable conference room in centre
- Update appearance
- Purchase more equipment for centre and organization system for storage
- Purchase new furniture for centre and lounge development
- Create after-hours access capability
CRCREP Preliminary Proposal
PROJECT TIMELINE

May 2019
Project Consultation with AMS Council

June 2019
Final Project Plans and CPF Proposal to AMS Council

July/August 2019
Construction and Move-In

September 2019
CRC Reopens
PLAN OVERVIEW - PROJECTED FLOOR PLAN
Conference Room

- Will provide clubs without club space/in need of larger space, access to room for meetings and presentations.
- Will require glass walls, conference table and chairs, whiteboard & TV installation.
- Increase overall foot traffic into the CRC.
- Bookable online for flexible student access.
- Will be developed in back half of current CRC.
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PLAN OVERVIEW - CONFERENCE ROOM
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CRC Lounge

- Furniture in CRC is currently all mismatched and unappealing.
- Upgrading basic furniture and creating welcoming lounge space will increase traffic into the Centre, encouraging people to use space casually.
- Lounge will be a bookable space, even after-hours.
- Will be open during opening hours to all students to come in and use as social space and workspace.
CRC Lounge

PLAN OVERVIEW

ISSUES ADDRESSED

✓ Lack of Presence
✓ Lack of Casual Booking Spaces
✓ Issues With Utilization

GOALS ACHIEVED

✓ New Bookable Spaces
✓ Programmable Facilities
✓ Increasing Usage of the CRC
PLAN OVERVIEW - LOUNGE AND STOREFRONT
Equipment Expansion

- Purchasing equipment we currently lack will allow us to provide more help to students.
- Will increase traffic in Centre with more rental options.
- Will encourage groups to refer other groups to us for rentals of in-demand items.
- Storage room organizational improvements will allow for equipment to be put away/obtained efficiently and quickly.
- Will conduct surveys in the future to analyze gaps in equipment for clubs.
Plan Overview

Equipment Expansion

Issues Addressed
- Limited Resources Available
- Lack of Presence
- Issues With Utilization

Goals Achieved
- Increasing Services Offered
- Feedback Based Operations
- Encouraging Group Growth
Visual Upgrades

PLAN OVERVIEW

- New lighting will make space more inviting, increasing traffic.
- Improved lighting will allow CRC to be viewed from outside better, increasing interest.
- Need adequate and appealing ‘CRC’ signage outside to properly brand the Centre.
- Upgrading flooring and painting walls will ensure replacement is not needed in near future and will contribute to appearance upgrade.
- Will also make space more inviting, increasing traffic and usage of Centre.
PLAN OVERVIEW

Visual Upgrades

ISSUES ADDRESSED

✓ Unappealing Appearance
✓ Lack of Presence
✓ Issues With Utilization

GOALS ACHIEVED

✓ Increasing CRC Usage
✓ Engaging More Students
✓ Communicating New Branding
After Hours Access

- Installation of UBC Card Reader access will replace keyed entry.
- Allow select people (ie. staff, volunteers, Execs) to access main area if Conference Room or Lounge is booked.
- Allow select access smart lockers in After Hours Equipment Rental room at any time in Nest opening hours.
- Will allow volunteers to use space after-hours as a perk.
- Ensuring highest degree of accessibility to our services.
After Hours Access

**PLAN OVERVIEW**

**ISSUES ADDRESSED**
- Limited Availability of Resources
- CRC Opening Hours
- Lack of Bookable Spaces

**GOALS ACHIEVED**
- Increased Operating Hours
- Expansion of Services
- Creating After Hours Access
PLAN OVERVIEW - AFTER-HOURS ACCESS
PLAN OVERVIEW - AFTER-HOURS ACCESS
PLAN OVERVIEW - PROJECTED STORE FRONT
PLAN OVERVIEW - PROJECTED STORE FRONT
LIGHTING FLOOR PLANS

1. Existing Ceiling Plan
   Scale = 1:100

2. Revised Ceiling Plan
   Scale = 1:100
Initial Budget by Category

- Architectural: $30,000
- Mechanical: $2,500
- Electrical: $2,500
- Soft Costs: $7,000
- Furnishings: $7,000
- Equipment: $5,000
- Taxes: $5,000
- Contingency (10%): $5,900
- Total Initial Cost: $64,900
Capital Projects Fund

Current Balance

$2,346,898.97
2.76% of Capital Projects Fund
Plan Overview

Project Stakeholders

Develoment:
- Office of the VP Administration
- AMS Design Team

Target Audiences:
- Clubs
- Constituencies
- General Student Population
- AMS Councillors and Staff
Questions and Feedback