



Why should I support the Multiplex?

A question that has been asked many times over the past few months. For some the reasons are fairly obvious and direct, either they or their children are users of the past Russell Memorial Arena facility or the Fitness Coop. With a new and improved facility only a few months from opening most of these users are very excited about getting into the Multiplex. Connecting the dots between costs and benefits for them is very easy. However for others the benefits may not be as direct. They do exist however and the Capital Campaign Committee felt it was important to attempt to identify and explain some of those benefits so that the entire community understands the true value of the facility.

1) Increased Usage

The Russell Regional Multiplex will not only cater to the traditional users of the Memorial Arena or the current members of the Fitness Centre but will attract an expanded base of users. With the addition of items such as a movie screen, walking track and multi-use floor space for dance and marshall arts, combined with the ability to program the facility for a greater number of hours each day, individuals who have never stepped into the arena may well become avid users of the new facility.

2) Increased activities and Events

The Russell Regional Multiplex will provide an excellent venue for events such as trade shows, concerts and the hosting of regional and provincial championships. Similar facilities in Killarney, Portage and Dauphin have allowed those communities to host events that have brought in hundreds of thousands of dollars to their local economy. Events which we can now attempt to bring to the Russell Regional Multiplex.

Quick turn-around times for the making of ice means greater flexibility in the usage of the facility. No longer will the ice surface need to be used for hockey and skating events exclusively during the winter.

An example of an event being considered for the Multiplex later this summer is the hosting of a CFL tailgate party and broadcasting of a Blue Bombers football game on the big screen. Initial estimates indicate that the event will bring more than 300 people to the community and is only a small sample of the diverse nature of the events that can and will be hosted at the venue.

3) Major Attraction

The Russell Regional Multiplex will be a major draw to the downtown core of our community. This will make every business from food service to accommodations and retail enterprises busier. In the long run that activity will create opportunity and employment for people from throughout the area. These are opportunities that may benefit you, your children or your grandchildren.

4) Quality of Life

No one wants to live or even visit a community which is or appears to be stagnant. Vibrancy is important in attracting people to an area whether to visit or to make their home. As Potash and Oil & Gas continue to develop only a few minutes away from us, employees of those industries are looking for their new home community. The Multiplex is our opportunity to demonstrate to people that our community has all that is needed to have a superior quality of life. When you combine the first class recreation found at Assissippi Ski Hill with the Multiplex and the Lake of the Prairies as well as great schools and health facilities Russell and area has a strong resume to present to prospective residents. Whether we like it or not our area and community is being judged and compared to our neighbours. Quality of life is the main consideration as people decide on where they are going to live, raise a family and become part of a community.

5) Property Values

Having stated all the above benefits of the new Multiplex it is possible that none of them may benefit you. The one that will impact every property owner in this community however is a strong real estate market. Whether it is the sale of a commercial enterprise or the eventual sale of your home we all want to attain the greatest benefit from its disposal. Demand is a key to ensuring that property values remain high. To that end Russell and area needs to be seen as a destination place to play, to work and to live. The best way to ensure that we maintain that reputation is to provide high quality facilities and a superior quality of life....the Russell Regional Multiplex will do that.

As one can see the Russell Regional Multiplex has the potential to benefit each and every one of us whether you live in Russell or outside the community and that the benefits are more than just a new ice surface and fitness facility.

For further information on the progress of the Russell Regional Multiplex please visit the Town of Russell website at russellmb.com. If you have any questions or comments regarding the facility please don't hesitate to contact a member of the Multiplex Funding Campaign Committee. The Committee members are Chris Radford, Bruce Christopher, Alan Stanchuk, Symantha Dunn, Keith Popp, Eldon Montgomery and Terry Rolfe.