

## MULTIPLEX COMMERCIAL OPPORTUNITY

The Russell Regional Multiplex once completed will provide a number of new opportunities for the community. Previous articles have spoken about events, concerts, and user competitions that will be attracted to our community and area because of the Multiplex.

An additional opportunity within the facility is the approximately 2000 sq. ft. of commercial space located on the main floor of the east end of the Multiplex (where the former arena canteen and waiting room were located). The space is a significant opportunity for a potential business or businesses; located within one of the busiest facilities in the community the exposure and access to clientele will be substantial.

Many different concepts have been suggested for the space from retail to food and drink establishments, but no formal proposals have been received for development of the space and hence the discussion in this article.

The Russell Regional Multiplex Governance Board which will be dealing with all things operational in the new facility has already begun to meet to address a variety of issues including the vacant commercial space. It is the Board's desire to have a business and/or individual interested in leasing the space step forward with a proposal including a business concept and the length of lease desired.

The Board views the commercial space in the Multiplex as a unique opportunity. Although there are no preconceptions regarding potential use of the space the Board feels a decision on a future tenant or tenants must take into account a number of factors including the best interests of the Multiplex facility and the goals and objectives of the Main Street Revitalization initiative. Creating a partnership and allowing a new tenant to evolve and grow with the Multiplex facility is a once in a lifetime opportunity for a potential business. If you are interested in leasing all or a portion of the space or would like more information contact Robin Mack of the Russell and District Recreation Commission at 773-2422 or email [cerf@russellmb.com](mailto:cerf@russellmb.com) .

For further information on the progress of the Russell Regional Multiplex please visit the Town of Russell website at [www.russellmb.com](http://www.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, Gerald Keating and Terry Rolfe.