



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Pat Newson, Director of Recreation and Facilities
DATE: 15/05/2017
SUBJECT: Wingham Town Hall Theatre Re-Opening
ATTACHMENTS: Town Hall Theatre Rental Terms, Conditions and Contract document, Grand Re-Opening Event Flyer, Summary Comparison of Rates and Fees, Draft proposed budget from 2015

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby approve the proposed Town Hall Theatre Rental Terms, Conditions and Contract, and Schedule A of this document for the rental fees;

AND FURTHER THAT staff are directed to include these approved rates and fees into the North Huron Rates and Fees By-Law at the next update opportunity for this by-law.

EXECUTIVE SUMMARY

The Wingham Town Hall Theatre is ready to re-open. This report provides the details on the re-opening along with proposed operating procedures and rates and fees for using the Wingham Town Hall Theatre.

DISCUSSION

Background:

At the April 7, 2015 North Huron Council meeting, Council approved opening the theatre with the provision that the Wingham Theatre Committee raise the funds to upgrade the theatre for fire code requirements and HVAC equipment. Once the theatre re-opened it would be operated by the Township of North Huron and the Wingham Theatre Committee of Council would dissolve. In that report, staff presented operating parameters by which the theatre would open. At that time, some of the operating details were presented as draft such as proposed rates and fees. More research on rates and fees and operating procedures has been completed by staff, and staff have presented draft fees and operating procedures here for Council's consideration. All these have been reviewed and accepted in concept by the Wingham Town Hall Theatre Committee.

Opening Details:

The Wingham Town Hall Theatre Committee has their grand opening planned for Sunday May 28, 2017. Rentals are permitted starting Monday May 29, 2017. The theatre is tentatively booked for June 1 for a private recital rental, and is also being used as part of the Alice Munroe Festival on Saturday June 3.

Facility Comparisons:

Staff researched the region/area to find similar theatre facilities operated by the municipality. Four were found comparable to the Wingham Town Hall Theatre: Beaverton Town Hall, Teeswater Town Hall, Stratford – City Hall Auditorium, and Hensall Heritage Hall. The rates and fees for renting the Blyth Memorial Community Hall were also used as a comparator. Attached is a summary of the rates for these facilities.

Proposed Rates and Fees and rental terms:

Rates and fees for the Wingham Town Hall Theatre are proposed by staff taking into consideration that this is intended to be used as a local community facility. All acts are welcome to book the theatre, however the set up and available resources at this theatre may not attract large big name acts, and the Township is not actively seeking large act bookings, as was done in the past when a volunteer group was running the theatre. The Wingham Town Hall Theatre was re-opened to be available for local and community acts, to focus on local usage. The Theatre will be rented as any other municipal facility such as a community hall, or meeting room. The Township will use its resources to support events at the Theatre, but does not hire acts, set up box office services, act as ushers, light technicians, or have a green room available for acts. Groups requiring this type of support and facility are encouraged to rent the Blyth Memorial Community Hall, also owned by the Township of North Huron.

With this in mind, the rental terms, conditions and contract is attached, modeled after the Stratford City Hall Auditorium rental contract, and customized to the North Huron Wingham facility. Renters must provide their own insurance, talent, ticket sales, promotion and marketing, lighting, sound and usher services.

The rates and fees reflect the level of service provided by the Township of North Huron. They cover the hard costs of staffing and cleaning the facility for each renter, and some revenue toward the utility and maintenance costs. The rates and fees are comparable to similar facilities rented by other municipalities that offer this same level of service.

Security Deposit for all Bookings (refunded, unless needed to cover damage or extra cleaning fees, or booking is cancelled with under 2 weeks notice)	\$200.00
Basic Flat Rate for shows – Private	\$100/day
Basic Flat Rate – Community Groups (30% discount)	\$70/day
Rehearsal Rate – no flat rate charged Private Community Group (30% discount)	\$35/hour \$24.50/hour
Performance Rate – in addition to Flat Rate Monday – Friday 4:30-11:30pm Saturday & Sunday 7:00am-11:30pm Private Community Group (Note: a minimum of 2 hour booking required)	\$35/hour \$24.50/hour
Hours after 11:30pm Private Community Group	\$52.50 \$36.75
All rates doubled on holidays All rates subject to applicable taxes	

FINANCIAL IMPACT

There is no experiential data to definitively determine the revenue or expenses of the theatre. The April 7, 2015 report indicated potential annual revenue of \$1,950 and expenses of \$9,387.86. Predicting an annual operating deficit of \$7,437.86. The 2017 budget did not set up a separate budget for the Theatre. For 2017, revenue and expenses will be applied to the Town Hall Facility budget. In the 2018 budget, experiential data from 2017 can be used to create a separate budget for the Theatre. The draft budget presented in the 2015 report is attached to this report as a reminder for Council as to what was originally presented when the decision to re-open was approved.

The committee has some surplus funds and are planning to install LED energy efficient house lights for the theatre. They are also considering other upgrades for the theater, and will be reporting to Council on the final outcomes of their fundraising initiative and deliverables in the Committee of Council Terms of Reference. Their work continues and they will be coming to Council as a delegation with these reports at a future date.

FUTURE CONSIDERATIONS

Expenses associated with the upgrades are not final, and the committee will have costs associated with the grand opening. The committee will be attending Council with a final report later in 2017.

The Almost Famous Players is a community group that has used the theatre weekly for rehearsals at no charge. They practice at 1:00pm every Monday. Staff are meeting with this stake holder group to develop a memorandum of understanding going forward. Their usage does not comply with the rental terms and fees proposed in this report, however it is our understanding that they have used the theatre in this capacity for the past 13 years. A future report will be coming to Council regarding use of the theatre by this group, once the terms can be laid out. Until that report is ready, staff will continue to support their rehearsals at 1:00pm on Mondays at no charge.

RELATIONSHIP TO STRATEGIC PLAN

Our community is attractive and welcoming to new business and residents.
Our administration is fiscally responsible and strives for operational excellence.



Pat Newson, Director of Recreation and
Facilities



Sharon Chambers, CAO