

Mady Centre for the Performing Arts Georgian Theatre Programming

PRESENTED BY

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Culture

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The City of
BARRIE



Culture Staff learned City Council
wanted to increase use of the
Performing Arts Centres in Barrie

Bookings

- 2015 Mady Centre - 151 days
- 2016 Mady Centre - 174 days

- 2015 Georgian Theatre - 135 days
- 2016 Georgian Theatre - 140 days

Part 1 of the Plan

Addition of Corporate Functions/Rentals

- City Council adopted adding new fees to Schedule M to allow Corporations and local small businesses to book the Mady Centre for corporate functions, meetings and presentations.
- Staff are currently preparing an RFP for food and beverage suppliers for the Mady Centre.
- Once there is a signed agreement with a caterer, staff will create cross-promotional materials with the caterer that advertise the Mady as a rental venue that includes meals and/or coffee service.

Part II of the Plan – Programming Opportunities

Ontario Presents – Ontario Contact

- Ontario Presents offers an Annual Conference where plays, theatre acts and musical performers are presented. Staff attended and booked several acts.
- Performers offer reduced rates as part of their provincial tour.



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Part III - Partnerships

Staff met with other municipal theatres staff, namely:

- Orillia Opera House
- Gravenhurst Opera House
- Theatre Collingwood

They booked several shows in partnership with them.



City Programming

- Princesses Tea \$2,100 – Mar 18 – Mady Centre (children's show)
- Girls Night Out \$3,000 – Apr 21 – Mady Centre
- Glenn Miller Orchestra \$12,000 – Apr 25 – Georgian Theatre
- SPIN Evalyn Perry \$3,500 – June 9 – Mady Centre
- Gabriel Goulet \$2,500 – June 24 – Mady Centre
- Old Wives Tales \$12,500– Aug 2 – 5 – Mady Centre
- Over the Rainbow \$11,500 – Aug 22 – 26 – Mady Centre
- Vaque De Cirque \$15,000– Aug 30 to Sept 2 (Heritage Park)
- Rebecca Perry \$2,500 – Sept 29 – Mady Centre
- Sexy Laundry \$12,500 – Oct 4 – 7 – Mady Centre
- Three Men in a Boat – Sept 23 – Mady Centre (partnership, shared revenue)

Financial Risk

- If staff booked all shows and never sold a single ticket the total loss would be \$39,229 to the City of Barrie
- It is reasonable to think that a loss on one or two shows would balance the success of others
- The Princess Tea just sold out and tickets for Glenn Miller are selling well

Nurturing Community Relationships

- Met with local community and professional theatre companies – Talk is Free, Theatre by the Bay, Onstage and the Kempenfelt Community Players to inform them of our plans and reassure them.
- We are not in competition with them.
- They will still be given first right of refusal on their regular programming dates.
- We are not duplicating their programming.

Part IV

Educational Opportunities - Incubator Space

- In reviewing our assets, staff noted that there are 2 theatre spaces, fully equipped with light and sound equipment and a list of staff technicians capable of operating this equipment.
- Staff would like to explore using the Mady Centre as an incubation space that would provide opportunities for local youth to learn about lights and sound, and the opportunities for employment in this industry.
- There might be a greater opportunity with the move of Georgian College SDVA to the downtown core.



Part V

Promoting Theatre Space- Spacefinder

- Staff partnered with Tourism Simcoe to develop Spacefinders Simcoe, an online tool to promote theatre and cultural spaces.
- An initial investment was incurred by the County of Simcoe for \$16,000 and the County has partnered with local municipalities to maintain the site.
- The City's investment of \$2,000 per year was budgeted for in 2017.

Our plan to mitigate risk

- Increase our marketing and promotions efforts. Barrie Theatres now has a facebook page and an expanded Tix Hub service that can collect data and survey audience.
- Create a theatre experience by partnering with local organizations who will promote it on our behalf – e.g. *Women About Town series and the Francophone programming.*
- Offer programming with wide market appeal – art that delights and entertains.
- Closely monitor ticket sales.
- Cancel programs if the risk looks too great.

What are we asking for. . . .

- Your support in the development of additional programming with the intentions of evaluating it and reporting back to City Council in the spring of 2018.
- Feedback on - Are we heading in a direction preferred by City Council? Or would you rather see other initiatives in the theatres? If so, what would that look like?

- Municipal theatres require annual subsidy to operate. If there was money to be made in theatres the private sector would already be building Performing Arts Centres in municipalities across the country. (Steve Solski, E.D. of First Ontario Theatre).
- Any comments or questions?