
TO: GENERAL COMMITTEE

SUBJECT: MADY CENTRE FOR THE PERFORMING ARTS USER FEES

WARD: 2

PREPARED BY AND KEY CONTACT: O. GROVES, MANAGER OF CULTURE – EXT. 4794

GENERAL MANAGER APPROVAL: Z. LIFSHIZ, EXECUTIVE DIRECTOR, INVEST BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That Schedule M of the Fees By-Law 2016-011 as amended, be further amended by adding the fees attached as Appendix “A” to Staff Report DOC005-16 to reflect additional fees for the Mady Centre for the Performing Arts (MCFTP) new corporate and community rates.

PURPOSE & BACKGROUND

2. The purpose of this staff report is to recommend additional rates for the MCFTP to better utilize the facility and increase revenues to the City of Barrie.
3. On July 1, 2011 City Council adopted motion 11-G-221 regarding the MCFTP and General Fees By-law Maintenance as follows:
 - a) That Schedule “M” of the Fees By-Law 2011-049 be replaced with Schedule “M” attached as Appendix “A” to Staff Report DOC002-11 to reflect revised fees for the Mady Centre For The Performing Arts for Not-For-Profit/Arts and Commercial clients as of July 1, 2011.
 - b) That the Fees By-law 2011-049 be amended from time to time, to incorporate fees which currently exist within regulatory and other by-laws, as deemed necessary, and that the regulatory by-law be amended accordingly to remove such fees, as appropriate.
4. The attached Schedule M includes the addition of new rates for daytime and evening bookings at the Mady Centre. The rationale for this costing is that during the day theatre staff are already in the facility and additional staff would not need to be scheduled to cover a corporate or community rental. If additional staff were to be scheduled for evening books this would result in additional costs.
5. The fees for the Mady Centre were implemented in 2011 when the new venue opened. As the Mady Centre is now in its 6th year of operation, it is time to review the fees to ensure that prices are still relevant. The Mady Centre’s rates and the Georgian Theatre rates will be reviewed in the 2017 Business Plan, however in the interim staff are recommending the implementation of new corporate and community rates to best utilize the space.
6. In 2015, the Mady Centre was booked for 151 days and in 2016 that increased to 177 days. Although this translates into a significant number of rentals staff believe there is an opportunity for the facility to be utilized more frequently. Based on this assumption, staff researched other theatres of similar size and how their facilities were used when local theatre companies were not performing in them.

7. Staff researched and reviewed the rates of the following performing arts facilities; The Orillia Opera House Studio Theatre (100 Seats), The Oakville Centre for the Performing Arts, Studio Theatre (150 seats), the Milton Centre for the Performing Arts, MinnMaxx (200 seats) the Brampton Cyril Clark Library Lecture Hall (180 seats), Kitchener's Registry Theatre (166 Seats) and the Richmond Hill Centre for the Performing Arts Rehearsal Space (150).
8. Many of these facilities charge different rates for commercial and not for profit, similar to those currently in effect at the Mady Centre, however many have adopted structured rates. These facilities offer a different set of rates, some hourly and some for time blocks of 3 to 4 hours, to accommodate socials events, meetings and corporate functions. Several of the facilities have cordoned off portions of their facility and rented them out for dinner parties, awards ceremonies, anniversary or wedding celebrations and/or corporate events. These additional uses have allowed for the opportunity to increase the number of rentals and revenues and develop relationships with new customers, who may, or may not, be theatre subscribers.
9. Rates are as follows:

Orillia Opera House	Not-for-Profit Subsidized	\$24 pr/hr daily or \$48 pr/hr evenings/weekends
	Resident Subsidized	\$36 pr/hr daily or \$72 evenings/weekends
	Standard	\$43.25 pr/hr daily or \$86.50 evenings/weekends
Oakville Centre	Resident Subsidized	\$84 pr/hr
	Non-Resident Subsidized	\$101.50 pr/hr
	Resident Standard	\$122 pr/hr
Milton Centre (MinMaxx Hall)	Non-Resident Standard	\$145 pr/hr
	Affiliated	\$50 pr/hr
	Standard	\$70 pr/hr
Brampton Cyril Lecture Hall	Non-Resident	\$77 pr/hr
	Commercial	\$85 pr/hr
	Community Organization	\$42.70 pr/hr
Kitchener's Registry Theatre	Not-For-Profit Organization	\$59.63 pr/hr
	Commercial Organization	\$85.97 pr/hr
	Standard Sun-Wed	\$300 daily
Richmond Hill Centre	Standard Thurs-Sat	\$350 daily
	Hourly Rate	\$40 pr/hr
	Hourly Rate	\$65 pr/hr

ANALYSIS

10. Using the Mady Centre for functions other than plays or concerts, will expose more members of the community to a venue that they may not currently be familiar with. Staff will have the opportunity to increase patrons/renters knowledge of our events and theatre productions as we will add them to our database and send them our promotional materials. This opportunity will allow us to reach an entirely new audience, one that we may not have tapped into previously
11. If the Mady Centre is advertised to the community for functions other than cultural programs the City should see an increase in the current number of days that the facility is being used in a positive and inclusive manner.
12. City staff would like the opportunity to market the Mady Centre to local businesses for meetings that would include lunch or dinner created by Cravings Fine Foods who has the contract for the Mady Centre food service. The theatre is perfect for this type of function as the seats can be configured in a variety of ways; theatre style, row seating or in a cabaret style, and the food can be either served or presented in a buffet style.

13. The Mady Centre is unique to other rental facilities as it offers a fully equipped sound system, theatrical lighting, and a full sized screen for presentations. The theatre will be unique in its offerings due to the nature of the building, its design and its amenities.
14. In a memo sent to City Council in June of 2016, Recreation Services noted they are undertaking a market analysis for facility rental rates. The Recreation memo noted that rental revenue generates 3.8 million in revenue for the City annually. Meeting rooms generate about \$271,360 per year, representing 6% of the revenue collected from rental sources. There is an opportunity to grow this revenue by looking for opportunities to expand on our lines of business.

ENVIRONMENTAL MATTERS

15. There are no environmental matters related to the recommendation.

ALTERNATIVES

16. The following alternatives are available for consideration by General Committee:

Alternative #1 General Committee could decide not to add new user fees to the Mady Centre.

This alternative is not recommended by staff as as the theatre needs to expand our business in order to attain their financial targets in 2017.

FINANCIAL

17. If new fees are implemented additional revenue will be realized in the 2017 and 2018 operating budget.

LINKAGE TO 2014-2018 STRATEGIC PLAN

18. The recommendation included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:

Inclusive Community

19. Creating new and different uses of the Mady Centre will present opportunities for local not for profit organizations and corporations to meet in a space that is affordable, accessible and located in the heart of our downtown. Local businesses and organizations will have the opportunity to utilize a space that includes all necessary equipment for presentations and meetings, and they will be able to include an affordable meal if they so choose. The new rates will open the theatre up for business and allow community members to access the space without having to be theatre subscribers.

Appendices: Appendix "A" – Schedule M – Proposed Amendment to the Fees By-law 2016-011 (Department of Culture)

APPENDIX "A"

SCHEDULE M

ITEM	2016 APPROVED FEE
Meeting Room Rental Rate Per Hour	
Lobby 50 - 60 People - Not-For-Profit Organizations:	
Daytime Rate - 8:30 - 4:30 (min 3 hrs)	\$25.00
Evening Rate (min 3 hrs)	\$50.00
Lobby 50 - 60 People - Commercial:	
Daytime Rate - 8:30 - 4:30 (min 3 hrs)	\$50.00
Evening Rate (min 3 hrs)	\$100.00
Theatre - 200 People - Not-For-Profit Organizations:	
Daytime Rate - 8:30 - 4:30 (min 3 hrs)	\$50.00
Evening Rate (min 3 hrs)	\$100.00
Theatre - 200 People - Commercial:	
Daytime Rate - 8:30 - 4:30 (min 3 hrs)	\$100.00
Evening Rate (min 3 hrs)	\$200.00